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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 53 titles deal with a variety of topics, including the following: (1) international news flow and the nonaligned nations; (2) cameras in the courtroom; (3) public service communication source influence and radio gatekeeper behavior; (4) television modes of presentation and their implications for learning; (5) United States elite media news coverage of Latin America in 1977; (6) television programing evaluation; (7) boys' understanding of television and real-life models; (8) media dependence and community influences; (9) television and children's self-perceptions; (10) the Nazi anti-Semitic film; (11) newsworthiness as a privacy defense for the media; (12) Israeli general television; (13) television situation comedy and post-war liberal ideology from 1950 to 1980; (14) the merger of National Public Radio and the Association of Public Radio Stations; (15) public perceptions of influences on television content; (16) the programing practices of black-owned, black-oriented radio stations and white-owned, black-oriented radio stations; (17) parental awareness of the use of television and its influence on elementary school children; and (18) news media operations in natural disasters. (FL)

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Mass Communication :

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Order No. DA8204880

AIKEN, EDWARD ANSELM, PH.D. *Northwestern University*, 1981. 305pp. Chairman: Professor James Breckenridge

This dissertation is a series of studies on the motion picture and its relation to Twentieth Century Art, 1910-1930. Because of the importance of Futurism to this general subject, its role will be explored as a leitmotif stretching across the five essays.

The studies in this dissertation, however, are not confined solely to issues within Futurism, but rather the focus is on a broader set of concerns. The sequence of the essays moves from studies of individual artists to broader cultural assessments. In this way a variety of problems will be examined, thus providing a fuller understanding of the issues involved.

The first study, "Léger, *Ballet mécanique* and Futurism," considers Fernand Léger's relation to Futurism and the influence of that movement on Léger's motion picture. The second essay, "Marcel Duchamp and the Metaphor of the Arcane Pornographic Film," touches briefly on Futurism, but its major concern lies in the extraordinary and peculiar role the cinema came to play in Duchamp's oeuvre. The third essay, "The Cinematograph: A Critique of Futurism and Vorticism," raises questions concerning the impact of Futurism in England with special emphasis on Imagism and Vorticism. The subsequent study, "*I Saw the Figure 5 in Gold*--an Emblematic Work," explores the dense background behind this painting with special emphasis on the roles of Futurism and the cinema in the development of American modernism. The final essay, "Suprematism and the Motion Picture," questions Malevich's role in the rich interchange between the cinema and modern art in Russia during the two decades between 1910 and 1930.

It is the intent of this dissertation to help provide, through the montage of these various essays, a broader and richer understanding of the interchange between modern art and the motion picture.

M.P.A.A. FILM RATING INFLUENCE ON STATED LIKELIHOOD OF HIGH SCHOOL STUDENT FILM ATTENDANCE: A TEST OF REACTANCE THEORY

Order No. DA8210452

AUSTIN, BRUCE ANDREW, PH.D. *Temple University*, 1982. 253pp.

The effect of the Motion Picture Association of America's four-point film rating system on movie attendance was investigated under experimental and self-report conditions. The study used as its theoretical lens Brehm's theory of psychological reactance. In addition, movie ratings were also examined from the expectancy-value theory perspective of being one variable in the context of 27 other potentially influential variables for film attendance. Data for the study were gathered from a convenience sample of 130 high school freshmen and seniors.

Results of the experiment (n = 108) showed that movie ratings in and of themselves did tend to exert an influence on likelihood of attendance among subjects under 17 years of age: these persons were significantly more likely to attend G-, PG-, and R-rated movies over those films rated X. Self-report data (n = 130) indicated that films with a PG or R rating received the highest mean scores for general likelihood of attendance and accounted for the greatest percentage of actual attendance under two conditions: for the movie most recently attended and attendance over a three-month period. Overall, reactance theory received, at best, only limited support.

Within the context of 27 other attendance variables movie ratings were found to play a somewhat limited role. The predictive capacity of the variables, as assessed by multiple regression analysis, was found to account for about one-third of the attendance variance for the sample as a whole.

INTERNATIONAL NEWS FLOW AND THE NON-ALIGNED NATIONS: THE PREDICAMENT OF IMBALANCE AND THE RIGHT TO COMMUNICATE

Order No. DA8209961

BABBILI, ANANTHA SUDHAKER, PH.D. *The University of Iowa*, 1981. 404pp. Supervisor: Professor Hanno Hardt

This dissertation conceptualizes the democratization of the international news flow, *with particular reference to the Third World nations* as equal participants in the collection and dissemination of news. Towards this conceptualization, the study describes the problem of imbalance in the international news flow and explains the origins of the political debate in the light of what is new in post-Second World War international relations. Particularly, this study examines the aspects of power and the status quo in international relations alongside Third World nationalism expressed through Non-aligned foreign policy as decisive factors in the debate. This approach defines, identifies, and describes the problem of imbalance and the consequent evolution of the still-nascent concept of the Right to Communicate. The study also describes and critically examines the practicality of political solutions offered by Western, Socialist, and Third World nations to redress the imbalance of news flow and to conceptualize several policy recommendations towards alleviating the problem.

Within the context of contemporary international relations and the realist school of political thought, the study argues that communication is a vital component in overall power relations between the Western and the Socialist blocs of nations. This argument rests on three propositions. First, the study assumes that the problem of imbalance is, to an extent a *consequence* of the post-Second World War politics. Second, it assumes that the present system of information flow serves, explicitly or implicitly, to maintain the *status quo* of advanced nations in international relations. Third, it assumes that the evolving Right to Communicate--deriving its moral foundations from a multicultural context and emphasizing interactive participatory communication--is congruent with, and an expression of, Third World national interests and a *post-colonial sense of nationalism*..

Finally, the study conceptualizes a model for an *alternative* source of international news. The alternative calls for models centered on cultural diversity, that is, *a sensitivity to needs and aspirations* of Third World nations. Within that perspective, the study makes some broad policy recommendations concerning both structural components of the model and desired changes in news value judgment and journalistic professionalism.

CHANDLER V. FLORIDA: A SOCIAL SCIENTIFIC, LEGAL AND HISTORICAL EVALUATION OF CAMERAS IN THE COURTROOM

Order No. DA8206585

BARBER, SUSANNA RUTH, PH.D. *Bowling Green State University*, 1981. 287pp.

This study compared the U.S. Supreme Court's decision in *Chandler v. Florida* (1981) with the conclusions of historical, legal, and social scientific literature on the impact of cameras on the trial process and its participants.

Historical research concluded that since cameramen were not responsible for disrupting or prejudicing the Hauptmann trial, the ABA's rationale in adopting Canon 35 should be viewed skeptically.

Moreover, camera coverage of a trial does not necessarily make the case notorious--many cases, such as those of Scopes, Hauptmann, Zamora, Chandler and Granger, Herman and Bundy, were intrinsically sensational and newsworthy by virtue of the issues and/or people involved in the litigation.

Legal research showed that televised trials, such as *Estes v. Texas* (1965) and *Sheppard v. Maxwell* (1966), have often been associated with prejudicial publicity, but that double standards may have been applied to broadcast versus print media trial coverage--courts being less prompt to reprimand print than broadcast media for transgressions such as the publication of contemptuous material.

The empirical research examined by the Supreme Court showed no significant correlation between the presence of cameras at a trial and perceived prejudicial behavior or attitudes on the part of jurors, witnesses, judges, or attorneys. However, the Court relied on the relevant social science research only to a limited degree and frequently circumscribed its decision with reservations about the scientific nature of the data, the validity of its conclusions, and the pervasiveness of its implications.

Future research on courtroom cameras should be careful to employ scientific methods which supercede the collection of subjective attitudes and opinions of trial participants. For obvious reasons, real trials can not be used in experimental research, but carefully controlled simulated trials can. Several suggestions are made for future research.

Two important questions arose from an examination of the empirical data on televised trials and from the Court's majority *Chandler* opinion: (1) Why are judges and attorneys reluctant to accept broadcast trial coverage on a permanent basis, even though the majority of these two categories of participants perceived few, if any, adverse effects in the presence of cameras on trials? (2) If the empirical data shows that cameras are not a threat to fair trials or appeals in state courtrooms, why does the U.S. Supreme Court still refuse to allow cameras access to federal courts and to the U.S. Supreme Court?

Six answers to these questions are presented and they should also be read as a suggested rationale for the Supreme Court's refusal to *endorse* televised trials or to grant broadcasters the *right* to cover trials.

RELIGIOUS TV SPOTS: GUIDELINES FOR DEVELOPING A MASS MEDIA AND FOLLOW-UP STRATEGY

Order No. DA8205789

BECHARA, ASSAD, D.MIN. *Andrews University*, 1980. 229pp.
Chairperson: James David Chase

Problem. Television is being regarded by the Seventh-day Adventist Church in Brazil as a new avenue for evangelism. Since research indicates that one of the most effective formats for TV evangelism is the TV spot, this project suggests the use of thirty-second TV spots as a viable means of evangelism in the Brazilian context. The project further recommends principles for the development of a TV-spot series to be used along with a media mix and a follow-up program conducted by youth groups.

Method. An analysis of the history of God's communication with mankind reveals several principles that can be applied to even the most modern methods of communication. Perhaps the most important of these can be found in God's ultimate effort to reach humanity, Jesus Christ--the Word made flesh. In addition, Christ's own methods of touching His hearers provide a model for communicators of today. His parables, in particular, had goals strikingly similar to those of today's carefully designed TV spot. Their very brevity validates the religious TV spot's attempt to communicate a stimulating religious message in thirty seconds or less. Jesus' use of simple language and symbols drawn from everyday life in His parables also illustrates valuable principles of communication.

A review of literature confirms as well that the spot is an effective genre, currently popular with religious groups and station and network executives alike. The literature which deals with production-related aspects of TV spots indicates that spots are in demand as a form of advertisement because of their short segment length. They are also one of the most economical methods of religious presentation. But it is evident that, if spots are to be accepted for airing, especially during prime time, they must be of excellent quality. A study of station/network-related aspects of TV spots reveals that leaders in television are enthusiastic about the use of spots for religious purposes because of rating pressures and time/media considerations. Finally, literature concerning audience-related aspects of TV spots contains many studies showing that audiences are most attentive to that which speaks to their felt needs and interests. It is determined, however, that the religious communicator should seek to stimulate his audience as well as meet its felt needs.

Personal experience has given insights into the actual development of a TV spot series for evangelism. Since television reaches a large, heterogeneous audience, other media may be necessary in order to speak to specific segments of a population during a campaign. Each medium has various advantages and disadvantages which need to be taken into account in the development of a media mix. The impersonality of television also makes a simple spot series insufficient. A message as personal as the Gospel must be communicated also in person. A personal follow-up program is, therefore, necessary. Youth groups function very well in this activity. Not only can young people bring a vibrant message of love to the public, but--as a result of the climate of credibility established by the TV spots--they can experience new witnessing confidence and personal spiritual growth.

Conclusion. The TV-spot series, in conjunction with a media mix and a follow-up program conducted by the youth of the church appears to be a valuable addition to the evangelistic program of the Brazilian Seventh-day Adventist Church. Spots are economical, well-accepted, and effective. Campaigns which use them bring favorable attention from the general public to the church. But most importantly, they help to meet the needs of the community--with sensitivity born of love--and to turn the eyes of a seeking world to God's message of hope.

THE PERCEPTION AND POTENTIAL ADOPTION OF CHANNEL 2000: IMPLICATIONS FOR DIFFUSION THEORY AND VIDEOTEX TECHNOLOGY

Order No. 8128966

BOLTON, WILLIAM THEODORE, JR., PH.D. *The Ohio State University*, 1981. 293pp. Adviser: Professor Thomas McCain

The dissemination of computerized information into the home, via interactive home information systems, has been characterized as a revolutionary technological innovation which will affect the way people work, and how they conduct their daily lives. This research examined one form of this technology during a three month field test of a prototype viewdata system called Channel 2000.

Channel 2000 as an electronic informational device, delivered library and banking services, in addition to various types of community information, to 71 randomly selected Columbus, Ohio households. Users had free and unlimited access to these electronic services throughout the field test.

Diffusion theory served as the theoretical model which guided the questionnaire development and data interpretation procedures used in this research. According to diffusion theory, the perceived attributes of an innovation can to a certain extent, determine whether an innovation such as Channel 2000, is either accepted or rejected. In an effort to assess the degree to which these perceptions, and other life style, personality, and socio-demographic measures could discriminate between potential adopters and non-adopters of Channel 2000, a series of three stepwise two-group discriminant analyses were completed.

Three significant discriminant functions were derived using each of these measures before, during, and after the test. The innovation perceptions consistently demonstrated the most discriminatory strength among all other measures. The perceptions themselves also indicated that although Channel 2000 was perceived as being not complex, users felt that it offered them few advantages, and that it was not very compatible with their current experiences, values, or needs.

The results of this study suggested that innovation perceptions may be a very useful discriminatory tool, as well as a helpful device in the development of future home information systems. Other recommendations for future research, and the implications for diffusion theory and videotex technology which resulted from this research, are presented within the discussion of the findings. All questionnaire items and frequency tabulations are also included as Appendices.

PUBLIC SERVICE COMMUNICATION SOURCE INFLUENCE AND RADIO GATEKEEPER BEHAVIOR: A CONTROLLED FIELD EXPERIMENT

Order No. DA8203822

BUSBIN, JAMES WALKER, II, PH.D. *The University of Tennessee*, 1981. 200pp. Major Professor: Jerry R. Lynn

As American society has become more service oriented the significance of public service communication (PSC) has increased and yet formal research in this area has been limited. The purpose of this study was to examine one aspect within the realm of public service communication--access to PSC radio air time through radio gatekeepers. Additionally, in doing so, a communication theory was tested through an experimental design allowing the deduction of cause and effect relationships.

Hypotheses were derived from a theory of source valence, or source effects, originated by Herbert Kelman. This theory separated receiver response to source influence into three separate processes: compliance, identification and internalization. In essence, a subject complies with a source who has control, a subject identifies with a source who is attractive, and a subject internalizes the cause of a source with credibility, all of which would result in source-to-subject influence.

The field experiment revolved around the Innovation Center--a government-sponsored, nonprofit organization created to provide commercialization assistance to small time inventors. The Innovation Center is headquartered in Knoxville, Tennessee and is chartered to serve the Appalachian region of Tennessee which is approximately the eastern half of the state.

The experimental subjects were gatekeepers at the ninety radio stations in eastern Tennessee. A comparative treatments controlled field experiment was conducted to test the Kelman-based hypotheses concerning a request from the Innovation Center to air public service advertisements (PSAs) and subsequent radio gatekeeper behavior. The ninety stations were randomly assigned into four groups. Compliance, identification and internalization source effects treatments were administered to three groups while the remaining group received a placebo treatment. The four treatments were operationalized through cover letters accompanying the Innovation Center's public service campaign package--all other elements were held constant while the author and content of cover letters was varied. The dependent variable was the actual number of airings granted the PSAs as later determined by station log book records in response to self-administered, mailed questionnaires.

A major finding was the existence of significant differences among the treatment groups in extent of PSA airing. The compliance treatment elicited a far larger number of total airings followed in order by identification, placebo, and internalization treatments. An additional finding regarded the time slot placement of public service announcements. Untrue to the conventional belief that PSAs are relegated to undesirable time slots (e.g., late at night), the Innovation Center's PSAs received equitable placement in all time slots with an inclination toward more desirable time slots. Slight differences in time slot placement among treatment groups were noted.

From a practical standpoint these findings indicate a possible means by which PSA sources can increase message airings--a variable over which broadcasters have control. From a research standpoint this study makes an incremental contribution to much needed research and theory development in public service communication. Also, the procedures used in operationalizing Kelman's communication theory to this specific research setting will aid in the successful future application of Kelman's approach to other situations.

TELEVISION MODES OF PRESENTATION AND THEIR IMPLICATIONS FOR LEARNING

BUSHE, CORNELIUS, PH.D. *University of Toronto (Canada)*, 1981.

Although television viewing is the preferred leisure-time activity of most people in Western Societies, relatively little is known about how television operates as an educational force. This study views broadcast television programmes as a curriculum for informal learning and addresses the question "how is information structured in programmes and what consequences may this have for learning?" Its purpose is to develop and illustrate an analytic framework that can help account for how information is organized and communicated in programmes.

Chapter II reviews ways in which various groups perceive television communication and discusses problems of conceptualizating programme information. It gives an overview of commercial broadcasting, a summary of influences attributed to television, and an account of what audiences say they expect to learn from it. Each group tends to describe programmes in terms that suit its needs. Educational broadcasters focus mainly on content and they have difficulty in explaining and justifying using popular formats of television for educational purposes. The usual descriptions of programmes deal with only one aspect such as subject-matter, format or purpose and give no clue to how meaning is communicated. What is needed is a way of conceptualizing programmes in terms that might account for patterns in their content-structure-meaning relationships.

Chapter III derives an analytic framework from sets of concepts about language modes described by Havelock, Olson and others. It follows Olson's general method of contrasting oral and literate modes in their most distinct forms and compiles a set of concepts into an analytic framework that contrasts characteristics of each mode along the dimensions of type of information, structure of information, locus of meaning, truth value, functions and dysfunctions. Chapter IV illustrates how the analytic framework can be applied to the information structure of broadcast television programmes. It shows that characteristics such as the prevalence of story structures, the emphasis on featured personalities, the cyclical structure of series and serials, and the overall concept of flow are characteristics that have distinctive oral qualities. It illustrates how commercials organize associations and feelings for a product by using story-structures, rhythmic language, repetition, personification, testimonials and direct address to audiences. The analysis of news items illustrates that, despite their apparent literate structure, many oral patterns are used to provide cultural orientation and, in effect, reinforcement through cliche and repetition of popular beliefs and attitudes.

Chapter V assesses the usefulness of the conceptualization noting that the bi-polar framework offers the advantges and disadvantages of contrasting terms. These provide a broad framework to examine programmes and to give purpose and direction to programming policy but they do not offer categories into which programmes neatly fit. Oral and literate modes of television favour distinct kinds of subject-matter, structuring processes and functions. A section on programmes and learning outlines examples of programmes that take account of the learning contexts and needs of captive and non-captive audiences. It also discusses the relationships between how programmes structure information and how audiences may learn from them. Because the conventions of both oral and visual presentations tend to favour a smooth flow of information, presentations often leave little to the viewer's imagination. The use of metaphorical structures to invite comparison and revitalization of cliches is suggested as a means to involve the viewer and cultivate independent interpretation.

OUR NEGLECTED NEIGHBORS: HOW THE U.S. ELITE MEDIA COVERED LATIN AMERICA IN 1977

Order No. 8202968

CLINE, CAROLYN GARRETT, PH.D. *Indiana University*, 1981. 194pp.

The western media have been charged with biased reporting of third world nations, and discussion continues over proposed controls of international news flow. However, most criticism has been based upon impressions or limited studies.

Latin America has been particularly neglected, both as a news source and a research topic. This dissertation examines Latin American coverage by the elite media: three news magazines for 1977 and a constructed month for seven prestige papers and network news broadcasts.

A total of 6,784 stories were analyzed: 224,860 square inches of print copy and 474:50 minutes of network news.

One conclusion comes easily: there was no monolithic "American media" but media stressing individual areas of interest and different parts of the world. But, in general, three hypotheses were supported: (1) Latin American news was reported less than news from other world areas; (2) "official" news of business or diplomacy dominated Latin Amerian coverage; (3) the average story from Latin America was shorter than the average foreign story.

Latin America was a poor news source for American gatekeepers, and the media missed religious and political developments throughout Latin America, chiefly in El Salvador and Nicaragua.

There is a need for a better system of information flow among nations, but it is impractical to expect the western media to staff a bureau in each nation. Thus, work must be done with third world nations to improve the overall flow of news.

However, much of the problem with the argument about the western media's tendency to ignore developmental news may be a philosophical difference in the definition of news. More sophisticated research needs to be done to determine if a bias does exist in the U.S. media attitude toward the Latin American nations.

The conclusion of the study is that while media coverage of Latin America was not as bad as earlier critics had said, it still lacks depth and an ability to spot trends, tending to descend upon Latin America when a crisis "suddenly erupts." The media arrive too late, too unprepared and too set in their attitudes toward Latin America.

A HISTORICAL SURVEY OF THE DEVELOPMENT OF INSTRUCTIONAL TELEVISION IN THE COMMONWEALTH OF MASSACHUSETTS

Order No. 8126696

DARABI, GOLNOOSH, ED.D. *Boston University School of Education*, 1981. 286pp. Major Professor: Gaylen B. Kelley

Problem. The purpose of this study was to trace the history of the development of instructional television in Massachusetts to determine the factors that led to its inception; the significant events that affected and changed its direction; its structure in terms of organization, policy, and financing; as well as problems and limitations encountered in structure, programming, and utilization during twenty-two years of growth.

Objectives. (1) To identify the reason and factors that led to the inception of WGBH Educational Television. (2) To identify the reasons and factors that led to the inception of instructional television in Massachusetts. (3) To determine the significant events that took place during the twenty-two year span of growth of Massachusetts instructional television. (4) To discover the structural changes of Massachusetts instructional television since its inception in terms of organization, policy, and financing. (5) To determine the programming changes since its inception in the context of production, acquisition, quality, and quantity of programs. (6) To determine the problems that Massachusetts instructional television has encountered in terms of structure, programming, and utilization.

Procedure. The data were obtained in the following manner: (1) Personal taped interviews with key individuals involved in the development of Massachusetts instructional television. (2) Correspondence with actual participants in the growth of Massachusetts instructional television. (3) Examination of documents. After the data were collected, they were subjected to internal and external criticism. Then the evaluated information was synthesized chronologically and divided into four distinctive eras (reporting from 1946 to 1980), with topical arrangement in each era.

Findings. The roots of instructional television in Massachusetts go back to WGBH Educational television, Channel 2, in Boston. Instructional television was born and nourished at WGBH-TV, with the collaboration of school officials in Eastern Massachusetts. WGBH-TV itself grew out of the Lowell Institute Cooperative Broadcasting Council through the WGBH Educational Foundation. WGBH-TV began its operations on May 2, 1955. It was not until March 28, 1958 that it initiated its in-school morning telecasts known as "The 21-Inch Classroom" or Massachusetts Instructional Television.

The period from 1946 to 1955 was characterized as the formative era, when the base for Massachusetts Educational Television, out of which instructional television grew, was constructed.

The next period, 1955-1960, marked the infancy and early history of the development of Massachusetts instructional television within the WGBH operation.

The period from 1960-1974 was an era of tremendous growth, recognition, expansion, and conflicts for the Massachusetts School Television agency. Conflicts arose in regard to controversial issues of fiscal control by the Department of Education, whereas funding was acquired through school membership fee assessment.

The era from 1974 to the present has been one of clarity, with clear-cut delineation of responsibility and financing for Massachusetts instructional television. It has been a transitional period, with wise planning that directs it into the future.

Conclusions. (1) The inception of WGBH Educational Television was a result of allocation of Channel 2 to Boston by the Federal Communications Commission for noncommercial purposes and financial support of four private foundations. (2) Instructional television in Massachusetts was conceived due to the efforts of and collaboration between WGBH-TV and Eastern Massachusetts school officials. (3) The status of Massachusetts instructional television has altered as follows: 1958-60, autonomous project; 1960-74, quasi-state operated; 1974-present, state agency. (4) The programming trend of instructional television in Massachusetts switched from 100 percent dependence on local production in 1958 to 95 percent acquisition in 1980. (5) The open-circuit delivery mode has been a major limitation for Massachusetts instructional television that has continued throughout its growth.

TELEVISION PROGRAMMING EVALUATION: A NEED-GRATIFICATION MODEL FOR AUDIENCE SEGMENTATION

Order No. DA8201220

DOMZAL, TERESA JANE, PH.D. *University of Cincinnati*, 1981. 354pp. Chairman: Jerome B. Kernan

Cable television is strong evidence that the television industry is changing. Cable is becoming a significant means of widening the range of programming and information services available to the American consumer. Marketing television programming is not much different from marketing other products. It includes research, advertising, comprehensive and systematic planning. Understanding viewer preferences in television programming is essential for the successful marketing of cable and network programming directly to viewers.

Empirical investigations of uses and gratifications focus on specifying certain needs that can be satisfied by watching television. Watching TV is not necessarily related to all, or even most needs, but rather to certain well-defined areas of need for which television might be especially suited (e.g., a need for information, to escape from problems, etc.). The basic premise of this study is that the choice of television programming varies according to the need gratification expected from watching television (i.e., reasons for viewing, enjoyment derived, etc.).

segmentation. This approach shows not only behavioral intent to watch certain television shows, but also differences in how members of each audience segment perceive, evaluate and categorize programming. This approach might serve as a building block in terms of theory and practical application of methodology on which future research might progress into such areas as designing programming for a highly segmented audience, input for designing programming packages for network and cable television, making television a more useful and enjoyable medium, and understanding audience needs more fully by direct assessment of television programming.

A study was conducted to determine viewers' choice patterns of television programming. A sample of 139 women was shown videotapes of 20 television program segments and asked to relate their perception, evaluation, categorization and choice of each show on scales provided in the questionnaire. A hierarchical clustering algorithm then was used to group respondents according to their choice of all 20 programs; it yielded three distinct groups (segments) of television viewers. The analysis of these clusters was based on a need satisfaction paradigm that identifies three types of needs associated with watching television: knowledge, action, and emotion. The need gratification context was examined for significant differences among clusters. Profiles were developed for each segment including television viewing habits, life style characteristics, other media habits, and socioeconomic background.

Viewers in Cluster 1 were identified as "television embracers," the segment that is the most accepting of television and its programming. In the need gratification context, embracers watch more "escapist" shows than the other segments and watch mainly to get away from their problems. This is an emotional orientation toward television.

Viewers in Cluster 3, identified as "television protesters," are the most selective in choosing programming, and critical of the medium. In the need gratification context, they feel that watching television is worthwhile so long as they learn something. This is the knowledge orientation toward television.

Viewers in Cluster 2 were identified as "television accommodators." The most obvious characteristic of this group is their choice of programming. They are less selective than protesters, and choose almost as many programs as embracers, but the content of the shows chosen is more sophisticated, nontrivial and less "escapist." The need gratification context indicates that accommodators watch mainly to be sociable. This is the action orientation of the need satisfaction paradigm.

Analysis of variance performed on psychographic variables revealed significant differences among clusters in a set of 75 activities, 38 interests, and some items on feminine life style such as sex role stereotyping, television viewing and opinion leadership. Significant differences were also discovered in other media habits, and demographics such as education and income among clusters.

Grouping audience members according to their choice of 20 television programs has proved to be a useful approach to

AN INTERPRETIVE STUDY OF THE NEWS: AN ANALYSIS OF NEWS FORMS

Order No. DA8209980

EKDOM, LEAH RAE, PH.D. *The University of Iowa*, 1981. 183pp. Supervisor: Professor Samuel L. Becker

This study was an interpretive study of the cultural form called news. It examined the news which appeared on three television stations, three radio stations, and two newspapers for an eighteen-hour period on one randomly selected day. Using a formal, structural approach to narrative analysis, the study explicated four news forms--the mythic narrative, the announcement, the conversation, and the anecdote. Narrative forms found included these general types--the heroic narrative, the oracular narrative, and the controversia narrative. Heroic narratives had five variants, each of which featured different types of social actors as heroic figures. Substantial differences were found between the types of news forms which comprised most of the news on each medium. Differences were found between local and national newscasts on radio. Newspapers were found to have both simple and compound narratives. The study concludes that the forms in which news is cast affect the meanings evoked by particular news stories and the pictures of the world the audience can construct from those stories. The study also concludes that one acquires a different picture of the world from television than one does from the other two news media studied.

THE DESIGN OF A MASS MEDIA TRAINING PROGRAM: THE FORMULATION OF A PARADIGM FOR THE DEVELOPING NATIONS WITH PARTICULAR APPLICATION TO THE LIBYAN EXAMPLE

Order No. 8124607

EL JERARY, ABDALLAH TAHER, PH.D. *The University of Wisconsin - Madison*, 1981. 319pp. Supervisor: Professor Don R. Le Duc

The lack of adequate planning in training programs for mass media in many developing countries has resulted in general dissatisfaction about the quality of programs and films shown in these countries. The principal purpose of this study is to develop a general model that can be applied when designing training programs in mass media, and applicable in almost any situation, whether the particular medium is government owned or privately owned.

This model must take into account the perceived communication needs of a given nation and the potential of a particular communications medium to deliver messages designed to meet these needs. Cultural factors affect the probable perception of these messages and the degree of financial and technical support available for the production and delivery of these messages.

The General Training Paradigm contains the following elements: (1) Perceived Purpose; (2) Selection of Medium and Programing Content; (3) Expected Organizational Structures; (4) External Control Factors; (5) Training Program Structure; (6) Sources of Support; (7) Operation.

The principal facts of this paradigm correspond to the chapters of this dissertation: (1) A survey of communication as it relates to development, beginning with an historical perspective, and continuing with an assessment of "dominant paradigm of development" as expounded by Daniel Lerner and Wilbur Schramm; and an assessment of other, alternative paradigm structures. (2) A continuation of the assessments outlined in the paragraphs above, and preliminary application of the paradigm developed to a training program for documentary film production in LIBYA. (3) A discussion of three principal topics: the theory of documentary film, the technical and organizational basis of film making, and the history of several major documentary film programs in under-developed countries to establish the value of documentary film as a tool in development, both in promoting national unity and in teaching technical skills through the use of documentary nonfictional medium. (4) An examination of specific features of Libya to establish how they conform to the General Training Paradigm. The geographical, historical and economic features will be discussed as well as the cultural factors, and in particular, the influence of Islam will be examined at some length. As the final part of this description of Libya, the "Third Theory" and Libyan governmental theory and practice will be discussed, particularly emphasizing the relationship with the mass media. (5) A survey of some of the general problems of establishing a training program, drawing upon the information from the previous chapters to apply the General Training Paradigm to the specific needs of the film medium in Libya. The first section of this chapter considers some of the basic requirements and considerations of training programs. It also examines the history of attempts at establishing film training centers in various countries of the Arab World. The final part of this examination brings together all of the threads of the General Training Program and combines them into a specific proposal for a film training program.

POLICYMAKING IN THE EGYPTIAN BROADCASTING SYSTEM: AN HISTORICAL CASE-STUDY ANALYSIS

Order No. 8126625

EL-SAYED, SAID MOHAMED, PH.D. *The University of Wisconsin - Madison*, 1981. 333pp. Supervisor: Asst. Professor Timothy R. Haight

The Egyptian broadcasting system historically developed as a governmental agency until 1979 when a new broadcasting code was promulgated. It mandates the formation of a public organization called The Federation for Radio and Television to be responsible for broadcasting activities.

This code assigned a General Assembly for Broadcasting as the highest authority in the organizaton. At a lower level, a Board of Trustees is responsible for developing plans to be submitted to the assembly for approval, as well as for the supervision of the FRT's different sectors. Public figures are to be represented in these two governing bodies, and have to have the numerical majority on the Board of Trustees. Public figures are defined as prominent individuals active in different areas of social life.

In contrast with the model maintaining that legal provisions are the determining factor in mass media policy formation, this research adopts the view that mass media characteristics are defined through the interaction of different social institutions. It is conducted in the framework of general systems theory, whereby the media's basic features are defined through the conversion activities of the system which transforms inputs of demand and support into policy output. This conversion occurs in a core of authoritative agencies and results in output of public policies which return by means of feedback link through the general environment to constitute and influence new outputs. The recurring participants in the broadcasting policy-making agencies within the "core." These are singled out as follows: (1) The broadcasting organization. (2) State regulations and presidential power. (3) The legislative body acting in response to other participants. (4) The political parties.

Each of these participants and their relationships with broadcasting are discussed in a separate chapter. Case-studies involving policy-making decisions have been brought up along the discussion. These cases attempt to discern whether broadcasting is overpowered by external forces; the extent to which the managers are able to dominate the decision-making process; and whether the outside occupational positions of public representatives affect their stand on the issues.

IMPERIALISM, MEDIA, AND THE GOOD NEIGHBOR: NEW DEAL FOREIGN POLICY AND UNITED STATES SHORTWAVE BROADCASTING TO LATIN AMERICA Order No. DA8209567

FEJES, FRED ALLAN, PH.D. *University of Illinois at Urbana-Champaign*, 1982. 228pp.

This study presents an historical account of the expansion of United States interests in Latin American communications in the first half of this century. Particular emphasis is laid on how United States shortwave broadcasting was used as a vehicle for the penetration and dominance of Latin American mass communication systems. Such penetration is analysed in relation to the overall context of the goals and activities of the Good Neighbor Policy of Franklin D. Roosevelt.

Concomitantly, with the development of shortwave broadcasting as a tool of foreign policy, there arose the need to restructure the traditional relations between the broadcasting industry and the government. This study describes the process by which the American broadcasting industry came to accept government control and dominance in the field of international broadcasting.

Finally, this study attempts to show how such an historical account as this can be used to elucidate the notion of media imperialism.

BOYS' UNDERSTANDING OF TELEVISION AND REAL-LIFE MODELS Order No. 8201325

FERNIE, DAVID ELDEN, ED.D. *University of Massachusetts*, 1981. 159pp. Director: Dr. George E. Forman

During the elementary school years, children meet a variety of influential adult models both in everyday life and on television. The central thesis of this study is that models' influence upon children is modified by children's changing understanding of them.

Four types of models were examined: familiar real people in children's lives (RPs), unrealistic characters (UCs), mixed-reality characters (MRCs), and realistic characters (RCs) on television. Three aspects of children's understanding of these types of models were considered: Conceptions (i.e., the salient features and nonsalient attributes of each character-type); identification (i.e., their involvements with each character-type); and actor knowledge (i.e., their awareness of the fictive status of television models).

The subjects were seventy elementary school-aged boys. The younger group (n = 21) were kindergarteners and first graders, the middle group (n = 25) were third graders, and the older group (n = 24) were fifth and sixth graders.

For conceptions, after being shown sets of three photographs of models (two of which were the same type), boys selected pairs that "go together best," and gave reasons why. The data revealed similar numbers of correct pairs at each age, with both UCs and RPs most often correctly paired. Boys' reasons revealed that UCs and RPs (but not MRCs and RCs) were stereotyped. The few salient features of UCs (strength, special powers) and RPs (occupation) were evident to boys in all age groups. A more diverse set of salient features characterized MRCs and RCs across age groups.

For the second conceptions task, attribute profiles of UCs, RCs, and RPs were compiled from boys' answers to questions about physical and nonphysical attributes. The data revealed that boys at all ages characterize UCs as significantly less realistic than RCs and RPs. With age, there was also a tendency for boys to describe models as more realistic in nonphysical areas, but physical differences between UCs and others remained constant across age. RCs and RPs differed from one another only in nonphysical attributes (such as emotions and interactions with others).

Identification with models was assessed by having boys select, at separate times, models they wished to be (fantasy mode) and models they believed were similar to themselves (realistic mode). Reasons were given in both modes. In the fantasy mode, boys of all ages wished to be UCs and MRCs, and were attracted by their novel abilities. In the realistic mode, boys both noted their similarities to RCs and RPs more frequently, and relied less on physical features as reasons for similarity with age.

Answers to the four questions examining actor knowledge revealed a gradual age-related improvement in boys' understanding of the character/actor relationship. A post hoc examination of the interview tasks revealed both an age-related tendency for older subjects to spontaneously apply this knowledge in the conceptions tasks, and to refrain from applying it in the identification task. Thus, once available to boys, this knowledge is selectively applied by them.

It was concluded that these aspects of boys' understanding change considerably during elementary school-aged years. Furthermore, boys in each group noted differences between models in age-appropriate ways. Implications were drawn for people's understanding of models beyond these formative years, and how this understanding modifies models' influence.

MEDIA DEPENDENCE AND COMMUNITY INFLUENTIALS: A STUDY OF ACCESSIBILITY, EVALUATION AND CROSS-CHECKING IN ONE AMERICAN COMMUNITY Order No. DA8207183

FRY, DONALD LETTELL, PH.D. *The Ohio State University*, 1981. 164pp. Adviser: Professor Thomas McCain

The present study attempted to describe and define the information environment of a group of community influentials in one community as it related to a high conflict issue. Media dependence was the primary construct through which the information environment was analyzed. Beginning with the basic media dependence model developed by S. Ball-Rokeach and M. DeFleur, an elaborated model was developed which included accessibility to sources, evaluation of sources and information crosschecking with sources. Using these variables, the study explored the level of dependence community influentials had on newspaper, television, radio and interpersonal sources of information about an ongoing urban redevelopment controversy.

The results indicated that the community influentials tended to be more dependent on interpersonal sources than on mediated sources for information. Interpersonal sources were more highly evaluated and were used as an information cross-verification source much more frequently than were the mediated sources, there were strong indications that this interpersonal dependence was largely a function of the accessibility of expert information through those channels. Mediated sources were a significant source of information as well. Mediated sources were perceived as being equally accessible when compared to interpersonal sources. Newspaper and radio were evaluated only slightly less positively than interpersonal sources.

Of the mediated sources, influentials were most dependent on newspapers, though radio was a surprisingly important factor in the information environment. Television was perceived as least accessible and was evaluated least positively of all sources. The data suggest that when the interpersonal network provides relevant and useful information to influentials, they will tend to rely on those sources. But, when the interpersonal network becomes fragmented and is unable to provide needed information, influentials will turn to mediated sources. Finally, the data suggest that newspapers, radio and interpersonal sources may serve a complementary function in the information environment.

TELEVISION AND CHILDREN'S SELF PERCEPTIONS

Order No. DA8206831

GARRAMONE, GINA MARIA, PH.D. *The University of Wisconsin - Madison*, 1981. 187pp. Supervisor: Associate Professor Byron Reeves

Two experiments were performed to investigate the influence of television on children's self perceptions. Specifically, they sought to address the questions "Can television information influence a child's self-perceptions? And if so, under what conditions and by what processes?"

In both experiments, children rated themselves and a well-known television character on several attributes. Ratings were taken twice: for the control group, the second measurement was taken immediately after the first; for the treatment group, a television stimulus intervened between the two measurements. The television stimulus consisted of a short segment from a made-for-television movie containing information incongruent with the children's previous person structure for the well-known television character on the attributes. In the second experiment, the children also rated an hypothetical child.

In the first experiment, television information influenced both ratings of the television character and self ratings. Identification with the television character, but not age of child, mediated the influence of the television information. In the second experiment, ratings of the television character and the hypothetical child, but not self ratings, were influenced by the television information. Neither identification nor age of child had any consistent mediating influence. In both experiments, partial correlation analyses suggest that the influence of the television information flowed from change in ratings of the television character on the most manifestly manipulated attribute to change in ratings on the other attributes for the other individuals rated. The results support the notion of person structures as interconnected attributes and the influence of television information on self and other perceptions through the association of person structures and attributes in the child's mind.

MAKING EDUCATIONAL MEDIA WORK IN A THIRD WORLD CONTEXT: A CASE STUDY OF JAMAICA

GEORGE, NANCY ANN, ED.D. *University of Toronto (Canada)*, 1981.

This thesis chronicles the forces--both people and events--which have influenced the evolution of the Educational Broadcasting Service (EBS) of the Ministry of Education in Jamaica. The history examines the earliest origins of the Service in the radio broadcasts to schools in the 1950's, the forces which led to the creation of EBS in 1964, and ensuing developments which have affected the functioning of EBS upt to March, 1980. "Updates" of some significance to EBS' operations are included up to the end of July, 1981.

The case study has been compiled from interviews with people directly and indirectly involved with EBS during its history, primary source documentation from EBS, the Ministry of Education and the Jamaica Broadcasting Service (JBC), and the researcher's observational data collected on-site at EBS.

Through the history of EBS, the thesis examines the individual elements which have played a role in the functioning of EBS as a curriculum-support service of the Ministry of Education. Each of the infrastructural elements, the thesis contends, is an interdependent link in a chain: when each one is present at the same time as all of the others, EBS functions successfully; when any one or more of these elements is absent, the operation of EBS is undermined.

The history of EBS is divided into four sections: (1) Background and Origins; (2) The Early Years (EBS and US/AID); (3) The Middle Years (EBS and The World Bank); (4) The "Inflationary Years" (EBS and External Forces).

The structure of the Chapters emphasizes the significant role played by foreign aid in the establishment and operation of EBS during the course of its history.

Although treated separately, the objectives and the funding of the Service are also presented within this historical framework; each complements the statements by interviewees and the documentation used in the thesis.

The history and the research findings highlight the interdependent nature of the elements which facilitate the production and reception of the electronic media for curriculum support in Jamaica.

THE NAZI ANTI-SEMITIC FILM: A STUDY OF ITS PRODUCTIONAL RHETORIC

GITLIS, BARUCH, PH.D. *University of Southern California*, 1981. Chairman: Professor Morton Zarcoff

Since the demise of the Third Reich, the anti-Semitic films made by the Nazis have been hidden away in closed archives, far from the public eye. It has been generally thought that they were so noxious that they might poison the social atmosphere. This study does not ignore such a danger, but that possibility should not prevent the illumination of the portrayal of Jews in anti-Semitic films which exemplified the total program and philosophy of the Nazis.

The central thesis of this study deals with the "production rhetoric " of Nazi anti-Semitic films. The term is Gerald Millerson's adaptation of Aristotle's definition of rhetoric. Aristotle defines rhetoric as the art of discovering all available means of persuasion, and Millerson places this in a motion picture context and concentrates on the characteristic qualities of the medium.

This study shows that from the beginning the Third Reich used all available aesthetic means to project their image of the Jew and their condemnation of Jewry. They spared no expense to defame the Jew, to arouse anti-Semitic feelings among Germans, and to justify the viewpoint that led to the total destruction of a great part of the Jewish people. This investigation is an analysis of the principles by which the film medium as an instrument of propaganda uses a special rhetoric to establish fear of a common enemy and to manipulate public opinion.

One of the central themes of this study is how art in the Third Reich had become an object of politics; film art turned into a political instrument and only as such was of interest to the regime. Their success was determined by the way the represented and fulfilled the political task required of them.

The information was gathered in libraries, museums, and private collections, and from private interviews with specialists on the subject. The investigation followed a thorough and repetitive viewing of the films under consideration.

The findings suggest that by using productional rhetoric film makers made considerable contributions to creating the psychological climate in which a country that had long been considered one of the more cultivated nations of the West could allow the extermination of European Jewry under conditions of unspeakable horror.

NEWSWORTHINESS AS A PRIVACY DEFENSE FOR THE MEDIA

Order No. DA8206513

Good, Sherrie L., Ph.D. *Southern Illinois University at Carbondale*, 1981. 470pp. Major Professor: Harry W. Stonecipher

In privacy cases involving media defendants, courts are required to balance the important competing interests of the public's need to know through the protection of a free and unfettered press and the individual's right to be let alone. When privacy cases are brought against the media, the defendant will inevitably use the newsworthiness defense in an effort to tip the balance in its favor.

This study addressed the following questions about newsworthiness, the media's primary defense against charges of privacy invasion: (1) How has newsworthiness been defined by the courts? (2) How effective has the newsworthiness defense been for media defendants involved in privacy litigation? (3) What mitigating factors, if any, have inhibited or defeated the strength of the newsworthiness defense?

Restricted to privacy invasion actions involving media defendants, this study was also limited to an examination of reported cases where a newsworthiness or public interest claim was used by the media as a defense or was combined with other defenses. All reported privacy cases decided on all levels of the state and federal court system that involved the newsworthiness defense and the media defendant were analyzed.

After examining more than 250 cases, it was concluded that, as a general rule, newsworthiness provided a successful defense for the media in a privacy litigation because the courts left the determination of what was newsworthy, and hence privileged, to editors and reporters. Conceding that a seemingly endless number of topics were newsworthy, the courts generally declined to define the privilege or to remove items which were entertaining, rather than purely informational in nature, from its purview.

The strength of the defense depended in part upon which of the four privacy torts were involved. Newsworthiness generally served the media well in privacy suits involving the appropriation tort. In appropriation cases brought under the New York statute, a large generator of privacy litigation, newsworthiness provided virtually an absolute defense. Newsworthiness was also a helpful defense in most appropriation cases which involved claims of the right of publicity, an offshoot of the appropriation tort.

Newsworthiness was seldom an effective defense in intrusion suits involving the media defendant. In large part, the defense's ineffectiveness was due to the fact that in privacy actions involving intrusion, liability does not rest upon publication, but the means used to obtain the information.

Before the U.S. Supreme Court applied the consitutional privilege to false light privacy cases in 1967, newsworthiness was the media's best defense. Newsworthiness provided the media with an effective defense in about half of the pre-1967 false light cases. The media's reliance on newsworthiness in false light privacy litigation was replaced in 1967 with the stronger defense of the constitutional privilege, that is, the "actual malice" standard. Under the constitutional privilege, the plaintiff had to prove that the media published knowing or reckless falsehoods. Because "actual malice" was a difficult standard to prove, the knowing and reckless falsehood rule was not met in the majority of post-1967 false light cases.

In privacy suits involving the embarrassing private facts tort, newsworthiness was a successful defense for the media. As a general rule, the courts viewed a seemingly infinite variety of topics as newsworthy and afforded the privilege to reports of events which occurred weeks, months, and years previously. Similarly, the courts usually held that a person's involvement in an event of public interest was newsworthy regardless of whether the individual's participation was voluntary or involuntary. Despite the breadth of topics which were deemed newsworthy, the strength of the defense was lessened, and in some cases defeated, when the judiciary found the material in question indecent, shocking, or vulgar.

ISRAELI GENERAL TELEVISION: A HISTORICAL EXPLORATION OF CONTENT AND INFLUENCE 1968 - 1973

Order No. DA8209303

Gotliffe, Harvey Leonard, Ph.D. *Wayne State University*, 1981. 503pp.

Israel, an emerging nation with a survival based economy and national goals aimed at unifying its diverse population, was one of the last Western cultures to introduce a general television system. The delay was caused by a disparity of beliefs regarding television's relative importance to the society and the medium was opposed by government officials, political parties, religious groups, and representatives of other media. Television finally began operating in 1968, allegedly to reach and communicate with nearly one million Arabs in territories Israel had won in the Six-Day War of 1967. The amended Broadcasting Authority Law of 1968, passed by the Knesset (Parliament), set forth lofty objectives for general television which were tied into the national goals and designed to make the medium an outlet for Israeli creative endeavor.

The purpose of the study was to explore general television history to discover (1) the internal and external influence, (2) the content and direction of the programming, and (3) the relationship between the content and the Broadcasting Authority Law objectives.

Historical records and the print media were extensively reviewed from the days of the Palestine Broadcasting Service in 1936. Personal interviews were conducted on three continents with twenty-eight prominent individuals involved with Israeli broadcasting. This helped determine trends, directions and the internal and external influences on television. Program listings were studied at six-month intervals to ascertain categories, the amount and percent of time devoted to each category, and the producing country. Budgets, official records and audience surveys were also reviewed.

The study concluded that general television was rushed into being prematurely, and neglected to satisfy its original raison d'etre--to reach the Arabic audience. The dominant Hebrew-language schedule was filled with programs which seemed to neglect the provisions of the Law; entertainment programs from the United States proliferated on the medium. With inadequate facilities, a lack of talent, and insufficient funding from the beginning, general television during its first five years was never able to completely fulfill its initial promise of being a special entity in a special land.

TELEVISION SITUATION COMEDY AND POST-WAR LIBERAL IDEOLOGY: 1950-1980

Order No. DA8207024

Hamamoto, Darrell Yoshito, Ph.D. *University of California, Irvine*, 1981. 299pp. Chair: Professor Peter Clecak

The purpose of this study is to determine the nature of the relationship between post-War American ideology and the television situation comedy. After first describing the salient features of the situation comedy by employing methods informed by semiotics, a discussion of ideology is presented. The concept of ideology is given broader meaning than its previous operational usage in much of American social science literature.

Following this, a decade-by-decade historical survey of significant situation comedies is rendered. Thirty years of television situation comedies are "read" as texts to discover both their latent and manifest purport. A primary purpose here is to describe the relationship between politics and culture.

The study concludes that what may be called the "dominant liberal ideology" has remained fairly consistent in the television situation comedy since its inception, with certain important exceptions. These "exceptions" suggest that perhaps the dominant liberal ideology and "emergent cultural practices" are engaged in an unceasing struggle despite the veneer of social and cultural consensus in America. Even in commercial television, social ideologies inimical to the dominant order are permitted expression, however limited. From here, the problem enters into the realm of wider social theory.

A HISTORY OF THE MERGER OF NATIONAL PUBLIC RADIO AND THE ASSOCIATION OF PUBLIC RADIO STATIONS

Order No. DA8209992

HAXEY, JAMES MICHAEL, PH.D. *The University of Iowa*, 1981. 314pp. Supervisor: Associate Professor Robert Pepper

National Public Radio (NPR), the United States' first nationwide permanent noncommercial radio network, was established by the Corporation for Public Broadcasting (CPB) in 1970 as a membership organization with local noncommercial stations electing a majority of the Board of Directors.

The network, as created, was responsible for the production, programming, and distribution of programs on the network interconnection. The remaining major national function, representing the stations and the public radio system to Congress and CPB, was the responsibility of a separate organization (NFEB's National Educational Radio division). In 1973, representation became the responsibility of the Association of Public Radio Stations (APRS), which from 1975 through 1977, engaged in a series of extended negotiations with NPR on a possible merger of the two organizations. On May 3, 1977, the APRS and NPR memberships voted to merge and create a single organization to handle all the major responsibilities for public radio on the national level.

This study examines the history of NPR from its formation through the restructuring of the public radio resulting from the NPR/APRS merger. Specifically, this history analyzes four issues of enduring importance to the public radio system during the two year merger period: (1) the relationship between national organizations and member stations; (2) system insulation from political pressures; (3) managing the national organizations; and (4) system funding.

The study concludes that, while not ideal, the first three of the four issues, which are largely internal to the system, have been at least temporarily resolved to an acceptable level. The relations between NPR and its stations, the insulation of programming from political pressures, and the management of the system, though, could continue to pose problems for NPR in the future.

The fourth issue, largely beyond the system's control, long-range funding, has yet to be resolved and, if not resolved, will become an even greater threat to public radio's survival. Without the security of long-range funding, the delicate balances achieved on the other three issues could be substantially jeopardized.

PUBLIC PERCEPTIONS OF INFLUENCES ON TELEVISION CONTENT

Order No. 8201448

HAYES, MARK STEPHEN, PH.D. *Ohio University*, 1981. 209pp. Director of Dissertation: Drew O. McDaniel

This study investigates one of the characteristics of mass communication--the paucity of feedback. It examines the relative importance of two conditions which appear to be associated with the audience participating in any means of feedback: (a) the degree to which a response is believed to affect subsequent content; and (b) the degree to which one has access to a means of responding.

These conditions were examined by making comparisons between the general public and persons who have written letters to television stations. The study considered five sources of influence on television content: direct audience feedback; ratings; advertisers; preferences of television executives; and government. For each of these sources of influence, public perceptions were ascertained regarding (a) the relative importance of the source of influence and (b) the respondents' access to the source of influence. Respondents also estimated the importance which television decisionmakers would assign to each of these five factors.

An instrument with Likert-type items was developed through pretesting. It was administered by telephone to a random sample of persons in the counties which comprise the Saint Louis television market's area of dominant influence. Responses from the general public were compared with a random sample of persons who had written letters to Saint Louis television stations. A total of 225 persons were interviewed.

Of the five variables examined, the public believes that ratings and advertisers have the greatest influence on television content, followed by the preferences of television executives, then letters from viewers, and finally government. Respondents expected that television decisionmakers would assign a similar order of importance to these variables, except that such decisionmakers are expected to identify preferences of television executives as the least important variable. The most accessible means of influencing television content is perceived to be through advertisers and secondarily by writing letters to television stations. Thus, advertisers are not only thought to have substantial influence on television programs but are also seen as a very accessible source of influence. The results emphasized the relative lack of influence which government is thought to have on television content.

A comparison of letter writers with other respondents suggests that audience participation in the process of expressing preferences to the mass media is better explained by the accessibility of a means of feedback than by the influence the feedback response is expected to have on subsequent content. Specifically, letters are not considered significantly more influential by letter writers than by others; yet writing a letter is thought to require less effort by those who had written than by others.

THE DEVELOPMENT OF AN INSTRUMENT TO MONITOR SCIENCE COURSE CONTENT OF TELEVISION NEWS FOR NON-COLLEGE PREPARATORY STUDENTS

Order No. 8201104

HOLLINS, WAYNE CHARLES, ED.D. *University of California, Los Angeles*, 1981. 57pp. Chair: Professor John McNeil

A general decline in test scores and society's dissatisfaction with the results of public education has prompted law-making bodies nationwide to enact legislation placing more specific demands on public education. Much of this legislation has reflected an emphasis upon educational accountability. A public demand has generally been "let's get back to the basics!" which usually translates not only into reading, writing and arithmetic, but basic content for any subject.

At this time science and its accompanying technology has been undergoing unprecedented growth. Science education has been unable to keep pace. More and more the citizenry of the world is faced with making decisions which affect and/or are being affected in some way by the utilization of the science technology of the day. Science education is confronted with this double faceted problem of responding to the "back to the basics" demand while at the same time attempting to maintain a relevancy with the burgeoning amount of science information being produced. It is an information source that has growth surpassing the ability of textbook revisions to keep pace.

It was the purpose of this study to develop an instrument capable of allowing a quantifiable analysis of those science concepts having an impact upon contemporary society. In addition to being quantifiable, the instrument must accomplish its intended purpose of identifying useful concepts efficiently with a minimum employment of time.

In this particular instance, television news programming was the source analyzed. The science information content was analyzed on the basis of its frequency of presentation in combination with the consideration of the educational format of its presentation. The data of these two factors is to be inserted into a "Needs Assessment" type of matrix in an attempt to make a determination regarding the validity of these data, i.e. science concepts, as content matter for a current science course of study for non-college preparatory students.

The instrument for recording and quantifying the data was subjected to a jury type of internal validation. The average of all respondents was in the upper quartile indicating a positive validation. Reliability of the instrument/methodology was measured using a correlation of coders agreements; the resulting average coefficient of reliability was 0.83, also an acceptable rating.

The validity and reliability determinations support the usefulness of this instrument for its intended purpose. Further testing is necessary to determine its usefulness in analyzing other information sources and/or its usefulness in aiding in the determination of content material for other disciplines of study.

A COMPARATIVE ANALYSIS OF THE PROGRAMMING PRACTICES OF BLACK-OWNED BLACK-ORIENTED RADIO STATIONS AND WHITE-OWNED BLACK-ORIENTED RADIO STATIONS

Order No. DA8125725

JETER, JAMES PHILLIP, PH.D. *The University of Wisconsin - Madison*, 1981. 176pp. Supervisor: Assistant Professor Timothy Haight

Many empirical studies and "thought pieces" have indicated that the mass media stereotype members of minority groups, particularly blacks. A common rejoinder to these studies is that the stereotyping would end and content would change if minority group members owned and consequently controlled more media outlets than they have historically. The Federal Communications Commission (FCC) and various other government agencies adopted several policies designed to increase the level of minority ownership of radio and television stations. The goal of these policies was that diversity of ownership would result in diversity of content.

This thesis examined this policy in the context of black-oriented radio, currently the most pervasive type of the broadcast media with cross racial ownership, in the areas of News, Public Affairs and Other programming, public service announcements, commercial programming and playlists. All nonplaylist areas were analyzed on the basis of the quantitative data used by the FCC to determine the performance of licensees. Playlists were examined by analyzing the composition of playlists at black-oriented radio stations by ownertype.

The playlist analysis indicated that black-owned black-oriented radio stations differed significantly from stereotypic black-oriented radio playlists than white-owned black-oriented radio stations. There were no significant differences for the black-owned and white-owned black-oriented radio stations for the other areas that were the subject of this study.

A major point of the study was that the question of diversity may depend to a large extent on the type of measurement used and that measurements containing criteria which incorporate some type of qualitative standards are likely to reveal diversity better than sheerly quantitative measurements.

IMPACT OF INSTRUCTIONAL TELEVISION PROGRAMS ON SIXTH GRADERS' COGNITIVE STRUCTURE AS A FUNCTION OF COGNITIVE STYLE AND CONTENT ACQUISITION

Order No. DA8211155

JOCHUMS, BRENDA LEE, PH.D. *Indiana University*, 1981. 231pp.

The purpose of the study was to investigate cognitive structure changes in sixth grade students after exposure to five instructional programs from the *ThinkAbout* series. Multidimensional scaling (MDS) configurations of 10 judging information concepts were examined in light of student field-dependence-independence (FI-D) and acquisition of program content.

Two instruments were developed and submitted to reliability testing in eight classes (N = 186). Each focused on the instructional content dealing with judging information sources. A cognitive structure questionnaire (Form C) consisted of 45 dissimilarity judgments, and an acquisition test (Form M) used a traditional multiple choice format.

The hypothesis testing design was a pretest-posttest comparison with a small posttest only group. Twelve classes (N = 268) viewed one 15-minute program daily for a week. All students took the Group Embedded Figures Test as a pretest. Form C was given as a pretest to the 10 pre-post classes, but not to the two posttest only classes. Presentations of the posttests (Form M and C) were counterbalanced in all classes.

Two types of MDS were used: the KYST program for aggregated data and the SINDSCAL program for individual data matrices. Group cognitive structure representations revealed the impact of ThinkAbout programs used in a natural classroom setting even without the benefit of follow-up lessons. Three KYST dimensions described the relationships between concepts. D_1 discriminated sources relevant to the dramatic context of the problem-solving issue. D_2 was an evaluative dimension, and D_3 separated human from non-human sources.

Increased distinctions between certain concepts and clustering of others were consistent with instructional content. Posttest KYST configurations differed from pretest configurations for both the pre-post and posttest only samples. Sex and counterbalancing subgroup solutions also showed increased qualitative structuring. Evidence of a pretest effect was limited.

The use of FI-D as an individual differences predictor must be reconsidered in light of the outcome variables. FIs performed significantly better than FDs on Form M, but results were mixed on Form C. For the SINDSCAL analyses, four extreme groups were selected: FI, FD, high acquisition, and low acquisition. SINDSCAL subject loadings did not differentiate FIs from FDs. When FI-D groups were separated, the FI solutions accounted for more variance than the FD solutions in one counterbalancing condition.

ASSESSMENT OF THE NEW WORLD INFORMATION ORDER: A CONTENT ANALYSIS OF INTERNATIONAL AFFAIRS COVERAGE BY THE PRIMARY WESTERN TELEVISION NETWORKS

Order No. DA8203174

KITATANI, KENJI, PH.D. *The University of Wisconsin - Madison*, 1981. 150pp. Supervisor: Professor Don R. Le Duc

This thesis investigates the extent of international news flow via television news program of the industrial nations. It isolates the process of flow and examines those factors which tend to encourage or inhibit the flow of television news items from one region of the world to another.

Video tape and news script samples from three American, two British and two Japanese television networks over a period of six months were obtained to conduct an empirical study. By utilizing content analysis, the difference between the seven programs in terms of their relative time distribution, story types and news themes of international coverage peculiar to their newcasts were distinguished.

Upon completion of the empirical study, the researcher used the processed data to develop an explanation of the factors that appear to determine the particular characteristics of television news flow; economic and political dominance of Western nations cause "imbalance" in the flow. However, this explanation differed from the established hypothesis which attempts to explain the "imbalance" in the international news flow; the domination of West and their imperialistic pressure and influence caused imbalance in the flow.

The thesis concludes that the researcher's explanation is more powerful than the established hypothesis. However, it suggests the necessity of conducting additional studies of this type to develop more conclusive hypotheses which can explain the function of international news flow.

PUBLIC BROADCASTING AND FREE EXPRESSION: AN EXAMINATION OF THE IMPACT OF THE GOVERNMENT NEXUS

Order No. 8201844

KLEIMAN, HOWARD MICHAEL, PH.D. *University of Oregon*, 1981. 413pp. Adviser: Dr. Ronald Sherriffs

Public broadcasting's right of free expression has been constrained since the federal government became intimately involved with the system through passage of the Public Broadcasting Act of 1967. This study devotes particular attention to assessing how public television journalism has been affected by the government's presence.

The Public Broadcasting Act placed direct limitations on public braodcasting's First Amendment rights by establishing a proscription against editorializing and a requirement calling for all programs or series funded by the Corporation for Public Broadcasting to maintain strict objectivity and balance. While these provisions had little direct impact on public television journalism, they established a precedent for "separate but unequal" treatment of public and commercial broadcasting in terms of the First Amendment. The Act also left the system vulnerable to political pressure by its failure to provide long-term insulated funding.

Public broadcasting's second class status under the First Amendment has made it especially vulnerable to political pressure as revealed by a review of the system's interaction with the White House and Congress from 1967 to the present. The years of the Nixon administration depict the clearest and most blatant attempt by the government to manipulate public television's public affairs programming, as documented by material secured through the Freedom of Information Act. Therefore, much of this study is devoted to an analytical narrative of that period.

This study also reviews the decisions of the Federal Communications Commisson and the courts, which have addressed public broadcasting's freedom of expression. This analysis reveals a fundamental tension not only between the constraints contained in the Public Broadcasting Act and the public broadcaster's First Amendment rights, but also between the constraints and the FCC's requirement that a broadcast licensee-commercial or public--serve the information needs of its community.

The study concludes with a review of some of the questions involved in government subsidized speech. The implications of likening public stations licensed to government entities to traditional public forums are assessed.

AN EFFECTIVENESS MEASURE FOR VISUAL COMMUNICATION MEDIA: TOWARD DEFINITION OF VISUAL PRINCIPLES

Order No. DA8210668

LEWIS, ELAINE MARY, PH.D. *Rensselaer Polytechnic Institute*, 1981. 178pp. Adviser: George A. Barnett

Visual media can be vital tools for communication. Their vitality stems from universal validity and expanding accessibility. For their potential to be fully realized, however, standards for media effectiveness are critical.

This study integrates concepts about visual communication from the diverse fields of design theory, communication systems engineering, and human communication research. The resulting descriptive theory and its evaluative tests are offered as a preliminary foundation of basic research necessary for a science of visual media effectiveness.

This dissertation argues that standards for the quality of visual media can be precisely defined through mathematical modeling. This theoretical definition combines practical insights from visual design with evaluation techniques from systems engineering and social science to yield exemplars for visual displays. These criteria are called Visual Principles.

Visual Principles are standards for media effectiveness. They incorporate both parameters, operationalized in this investigation as form variables, and the structural organization among these parameters, analyzed through multidimensional scaling of variable stimuli. Additional tests discover optimal levels for some variables through causal links with viewer preference. In short, this study proposes a mathematical model that describes cognitively relevant parameters optimized for viewer preference as a standard for visual media effectiveness.

The theory for Visual Principles is explored through four empirical tests: A PRETEST to assess descriptive stimuli for variables; a MULTIDIMENSIONAL ANALYSIS to discover functional relationships among these descriptors; and two VISUAL FORM PREFERENCE TESTS to find optimal levels for some of thes parameters.

Test methodology includes metric multidimensional analysis of ratio scaled subject judgements for graphic pair comparison stimuli and regression analysis for causal models linking viewer preference with visual form variables and other viewer factors. Stimuli for visual form variables were abstract graphic displays. Some time varying variables were illustrated through unique videotape stimuli.

A spatial map of cognitive organization for nine variable descriptors is presented and discussed. Other analyses find a positive, curvilinear functional relationship between viewer preference and one form variable, static complexity.

A STUDY OF PARENTAL AWARENESS OF THE USE OF TELEVISION AND ITS INFLUENCE ON ELEMENTARY SCHOOL CHILDREN

Order No. DA3204013

MCGRATH, JAMES THOMAS, D.Ed. *Boston College*, 1981. 97pp. Director: Dr. Donald T. Donley

The research was designed to measure how parents perceive their awareness of the various factors of television viewing. These factors are: (1) The amount of time children spend viewing television. (2) The influence television has on children. (3) The amount and type of violence seen on television by children. (4) Children's inability to comprehend the moral implications of what they view on television. (5) The value of parental supervision and interaction on children's television viewing.

A questionnaire was developed for employment in the research. The questionnaire consists of factual statements concerning the influence of television on children. It was developed with the aid of a cross-section of experts in the field of television and its relationship to children. These experts were selected from various sectors as; parents groups, directors of educational television, private groups such as Prime-Time School Television, national networks such as ABC, NBC and CBS, university departments of communication, child psychiatrists and pediatricians and other leading experts in the field. The reference, *Educational Research* by L. R. Gay was employed as a guide in the development of the instrument. A random sample of parents was administered the questionnaire. The sample group consists of parents of elementary school children from three communities in Massachusetts. These communities are Stoneham, Kingston and Hopedale.

Three sub-studies were conducted to reveal information concerning the following: (1) As a group, are mothers or are fathers more aware of the influence of television on children? (2) Does the fact that the parents watch a certain quantity of television relate to the degree of awareness they have of television's influence on children? (3) Is there a significant difference in the degree of awareness mothers have of the influence of television on children due in part to the time mothers spend away from home at work?

The researcher found parents are aware of the influence of television on children. Specifically, the researcher found 84.0% of the parents responding agree to the facts concerning the amount of time children spend watching television and the general influence the medium has on them; 83.4% agree to the items concerning the quantity and type of violence seen on television by children; 90.3% agree that parents need to supervise the viewing habits of their children and interact with their children about the shows they both view together.

The three sub-studies revealed the following information: (1) Mothers are more aware than fathers of the influence of television on children. The mothers sampled scored higher than the fathers and had a smaller standard deviation, indicating that as a group, they are more in agreement with each other on the topic than the fathers. The mothers accounted for approximately, 75% of the responses while the fathers composed the remaining 25%. (No guardians responded.) (2) An inverse relationship existed between the amount of time parents watch television and their awareness of its influence on elementary school children. As the amount of time parents watch television increased their score on the questionnaire decreased. (3) Little difference of awareness exists between mothers who are employed part-time and those who are not employed. Mothers who work full-time are less aware of the influence of television on children.

FANTASY LIFE AND MEDIA USE PATTERNS OF ADULTS AND CHILDREN

McILWRAITH, ROBERT DOUGLAS, PH.D. *The University of Manitoba (Canada)*, 1981.

Two studies investigated the fantasy life correlates of adults' television, radio, and print use and children's television use. In the *Adult Study*, 219 subjects completed the Imaginal Processes Inventory, Personal Attributes Questionnaire, and a media use checklist. The media use and fantasy life measures, all anonymous, were administered as ostensibly separate studies on different occasions. Contents in each of the three media were categorized as: (1) Interpersonal Information, (2) Impersonal Information, (3) Sport and Physical Activity, (4) Sexual-Romantic, (5) Musical, (6) Nonviolent Drama, (7) Violent Drama, and (8) Humorous. Principal Components Analysis yielded seven fantasy and sex-role factors and seven media use factors. Canonical Correlations indicated that a media diet heavy in print erotica, sports in all three media, and general television viewing characterized stereotypically masculine individuals with an Obsessional-Emotional fantasy style. Such individuals were also high in guilty, fear of failure, hostile, and heroic fantasies, and were unlikely to read other types of print or listen to radio. Such a dysphoric fantasy life also correlated with television use alone, particularly viewing of musical, comedy, and violent programmes. Heavy users of a media diet high in radio listening and sports in all media reported few dysphoric fantasies but were also low in a variety of other positive and negative types.

In the *Child Study*, 82 grade one students were individually tested using the Imaginal Processes Inventory for Children. They were also asked to identify 20 photographs of television personalities, selected on the basis of correlations with parental reports and parents' own viewing, in a pilot study. Children also took the Peabody Picture Vocabulary Test. Partialling out the correlation of identification scores with age and IQ, it was found that for children, as for adults, a negative, anxious, hostile fantasy style correlated with general television viewing, especially viewing of comedies, nonviolent drama, and sports. Boys were more likely to identify sports, talk shows, and violent programmes and were lower in fanciful "child-like" fantasies; girls were higher in this type of fantasizing and more likely to identify comedies and nonviolent dramas.

USES AND GRATIFICATIONS ASSOCIATED WITH PRIME TIME TELEVISION: CONTENT AND INDIVIDUAL VIEWER DIFFERENCES

Order No. DA8209673

MARTIN, DAVID C., PH.D. *University of Oregon*, 1981. 149pp. Adviser: Dr. William R. Elliott

The uses and gratifications approach was employed to investigate the differences in audience functions served by different television content for different audience members. Broad support was found in the uses and gratifications literature for research into the role of content in determining the gratifications audience members derive from media use. The literature further suggested that different individuals may use the same content for different purposes. The following three research hypotheses were developed based on the literature review: (1) that different uses and gratifications would be found to be associated with different content, (2) that different uses and gratifications would be found to be associated with the same content by different audience members, and (3) that content-seeking individuals will derive different gratifications from media content than media-seekers or nonseekers.

Several methodological tests were involved in the development of tests for the research hypotheses. Factor analysis was employed to identify major dimensions of gratification underlying television use. Likert scales were constructed for each of the five gratification dimensions that emerged: personal utility, societal contact, social utility, escape, and acting. Four television programs were selected as stimuli: *60 Minutes*, *Lou Grant*, *M*A*S*H*, and *Charlie's Angels*. A survey based on the gratification scales was administered to 190 students at the University of Oregon in the Summer of 1981.

Data analysis, employing analysis of variance, *t*-tests, correlation, and multiple regression supported all three research hypotheses: there were significant differences between program scores on all five gratification dimensions; several media use and demographic variables emerged as significant predictors of differential uses of the same program by different audience members, and content-seekers differed significantly from media-seekers and nonseekers.

This study contributes to the uses and gratifications approach by focusing on the role of content. Further studies might fruitfully examine a broader range of entertainment programs and more refined ways of categorizing viewers.

THE OFFICE OF TELECOMMUNICATIONS POLICY AND BROADCAST ISSUES: A CASE STUDY OF MEDIA-STATE INTERACTION

Order No. DA8208014

MILLER, JAMES ROBERT, PH.D. *University of Pennsylvania*, 1981. 316pp. Supervisor: George Gerbner

This is a report of an investigation of the U.S. Office of Telecommunications Policy (OTP) in its role as presidential adviser and advocate and national policy planner. The study focused primarily upon the OTP's activities pertaining to broadcast-related telecommunications.

At the time the OTP was established, historically stable and favorable relations between dominant broadcasters and federal authorities were being disrupted. The growing complexity and significance of telecommunications, however, demanded a cooperative relationship. The expert planning capability represented by the OTP and its prestigious location in the Executive Office of the President constitute an important instance of attempted cooperation.

Documentary evidence was the principal data source for the study. Four types of documents were examined: published news accounts; federal publications, including hearings transcripts and reports; OTP staff studies, presentations and press releases; and relevant literature from communications and other fields. A second source of information was interviews with knowledgeable informants, including OTP founding director Dr. Clay T. Whitehead.

After tracing historical events that led to the OTP's establishment, the study presents a record of OTP involvement with several broadcast-related issues between 1970 and 1978: regulatory rules for domestic satellites, long-range funding and programming practices for public broadcasting, regulatory rules for cable television, station licensing, deregulation of commercial radio, prime-time TV reruns, and an increase in VHF-TV stations.

The OTP was judged to be ineffective in achieving both its operative goals for the above issues and its official goal of greater stability in relations between broadcasters and federal authorities. Five major constraints on OTP effectiveness were identified: the OTP's neglect of planning for comprehensive national telecommunications policy, tactical relations with established policy actors, the problematic nature of the OTP's role as presidential advocate, Nixon administration media politics, and the leadership of Director Whitehead.

Desire for an executive advocate and telecommunications policy planner is shown to have persisted after the OTP's abolition. The study concludes by noting contradictory forces in this desire: tensions and potential controversy inherent in media-state relations and the need shared by telecommunications and governmental elites to forge joint policy "in the national interest".

CHILDREN'S PERCEPTIONS OF TELEVISION CHARACTERS

Order No. 8128444

NICOLINI, PIA, PH.D. *The University of Iowa*, 1981. 282pp.
Supervisors: Professor Samuel L. Becker, Professor Douglas M. Trank

This study examines school age children's perceptions of television characters. Based upon previous research and upon the theory of person perception development, it was expected that children's perceptions would be mediated by the age and sex of the children, their liking for the television characters, and the sex of the television characters.

The sample for the study included a total of 96 subjects, sixteen males and sixteen females at each of three different age levels. Each subject was interviewed individually. The interviewer showed the subjects pictures of twelve male and twelve female television characters, all of whom were then appearing during prime time hours. Subjects were asked to choose and describe their most liked male, their least liked male, and then the same for the female characters. All their descriptions were recorded and then transcribed for content analysis.

The content analysis was done in four stages or levels. First, each description was analyzed in terms of total units produced, each unit being a statement or idea that could be defined as a fact or item of information referring to that television character. Second, the units within the description were divided into manifest or inferred types. Third, the units were classified into different categories of descriptive statements. Fourth, the types of explanations given by the subjects were coded.

The results of this study tend to support the notion that children's perceptions of television characters parallel actual person perception, something which heretofore has not been shown for television characters. As expected, age, sex of subject, liking for characters and sex of characters were all found to be significant variables in the description of television characters, and hence in the perception of television characters. Thus, from the results of this study it is possible to conclude that television characters, like actual people, are relevant social stimuli for school-age children.

APPLICATION OF PRIMACY-RECENCY IN COMPARATIVE ADVERTISING

Order No. DA8208228

CHANIAN, ROOBINA, PH.D. *The University of Texas at Austin*, 1981. 183pp. Supervisor: Isabella C. M. Cunningham

In the past decade extensive research has been done in the area of order effect in the field of communication and psychology, with the most investigated research topic being the primacy-recency effects of message organization. Furthermore, in recent years, encouraged by the Federal Trade Commission, advertisers have increased their use of comparative advertising. Past research in the area of comparative advertising has been mostly concerned with the ethical and legal aspects and very few studies have dealt with the effectiveness issue. A review of the literature in the area of primacy-recency and comparative advertising, shows that these two areas are closely related. The order of message presentation is an important issue in comparative advertising, and researchers, seem to have overlooked the potential connection of these two areas.

The present study measures the effects of primacy-recency of two message formats in the evaluation, recall and likelihood of usage of two services. It also assesses the effectiveness of comparative versus noncomparative advertisements in terms of recall, evaluation and likelihood of usage of these same services.

The findings indicated that for both types of comparative advertisements primacy-recency affected the evaluation, recall, and likelihood of usage of the services tested. As an example, the service that was mentioned first in the comparative advertisement, was evaluated more favorably by the respondents. The likelihood of usage of the product was also significantly affected by the primacy-recency of the advertising message. Recall of the names were the same for both types of message format in comparative advertising. In addition, recalling of the service names had no significant effect on the evaluation of that service.

The analysis for comparative versus noncomparative advertisements with respect to the evaluation, likelihood of use and recall indicated that noncomparative message formats were more effective for each service. Furthermore, the likelihood of use was significantly higher for services mentioned in noncomparative versus those mentioned in comparative versus those mentioned in comparative advertisements. Recall of the service names was the same for both types of advertisements and finally, recall had no effect on evaluation of the services.

EDUCATIONAL TELEVISION PRODUCTION: A DEWEYAN PERSPECTIVE

Order No. DA8209202

PALUZZI, JAMES VINCENT, PH.D. *Kent State University*, 1981. 141pp.
Directors: Normand Bernier, George Harrison

The purpose of this research was to apply selected concepts of John Dewey's educational philosophy to the development of a theoretical foundation for educational television production. The rationale for this research was based on the premise that most educators know relatively little about how television can be used to educate learners in traditional and nontraditional contexts; furthermore, it was postulated that most television production personnel know relatively little about education--particularly with regard to the comprehensive educational theory of John Dewey. It was therefore hypothesized that an examination of television production from a perspective based upon John Dewey's writings on (1) communication, (2) transaction, (3) interest and ideals, (4) esthetics, and (5) public affairs would result in guidelines which, if implemented, could result in a refined level of production practice.

This research has attempted to test this hypothesis by means of a three-stage methodological approach. The first stage, *theoretical exposition*, was used to elucidate the major thrust of Dewey's argument on each of the five abovementioned elements. The second stage, *contextual analysis*, was divided into two parts: (1) an interpretation of the theory with regard to its specific application to the problems of educational television production, and (2) comparison/contrasts with alternative approaches for the purposes of clarification. The third stage, *synthesis* and *integration*, attempted to develop guidelines which educators and television producers could implement to effect an improvement in the nature of educational television programming.

On the basis of this investigation, support was found for the postulation that educational television production is the communication of a method of action by means of a transactional mediation of interest and ideals in a manner which results in a concentration and a clarification of viewer experiences. It was therefore concluded that a transactional approach to educational television production--developed in the dissertation--could lead to the development of the Great Community: a society in which the importance of interdependent activities--transactions--is both appreciated and respected. This will come about as individuals are integrated into communities of interests, through which the self can be identified and recognized.

A MICRO STUDY OF TELEVISION NEWS AT THE LOCAL LEVEL: TELEVISION STATION, WBAP-TV, FORT WORTH - DALLAS; TELEVISION NEWS DIRECTOR, JAMES A. BYRON; TELEVISION NEWSCAST, "THE TEXAS NEWS"; EACH A FIRST IN TEXAS Order No. 8128675

PRATT, JAMES DAVID, PH.D. *The University of Texas at Austin*, 1981. 275pp. Supervisor: Professor Jorge Reina Schement

The Problem and Hypothesis of this study is to answer the question of whether Jimmy Byron fit the great-man theory of Thomas Carlyle, or Sidney Hook's suggestion that men of small or middling stature could meet the challenge of the new technology of television by occupying the seat of authority? In the process the study chronicles the birth, growth, decline, and death of "The Texas News." The film newsreel format of WBAP-TV was born on September 29, 1948 and quietly finished its run shortly after 10:00 P.M. August 1, 1969.

"The Texas News" won a dozen national awards as the best newscast in the nation. Byron's news organization was awarded the national Sigma Delta Chi bronze medallion for its comprehensive coverage of the assassination of President Kennedy November 22, 1963. "The Texas News" was characterized by restraint, good taste, completeness and accuracy in its reporting of the President's visit to Texas that ended in death. The citation read, ". . . this tragedy of world-wide significance required work fulfilling the highest standards of journalistic excellence. . ."

Byron was also president of the Radio-Television News Directors Association and the first broadcast journalist to be elected national president of Sigma Delta Chi. He was also the recipient of the Wells Memorial Key, the highest honor that can be conferred on a Sigma Delta Chi member.

Among Byron's men who went on to bigger and better jobs were: Jim Vinson to CBS in Los Angeles; Jimmie Mundell to CBS in Chicago; Charles Murphy to NBC and later to ABC; Bob Welch to NBC in Vietnam and Washington; Bob Schieffer to CBS; Key Herbert to news director at KONO-TV in San Antonio.

Byron was the first to recognize the broadcast community his news organization served was larger than any one city and he was the first to set up bureaus in both Dallas and Fort Worth and cover news throughout North Texas and the state. The nightly demands of visuals also forced the newsmen to cover all news no matter of race, creed or national origin which made "The Texas News" unique among media in the area during the late 1940s and the 1950s.

"The Texas News" was a locally produced newsreel and ignored stories of which they had no film. The format began to change when they had no way to cover the Cuban missile crisis of 1962 and eventually they dropped the newsreel format and conformed with the general industry trend of an anchor introducing packaged film stories.

MEDIA EXPOSURE AND COMMUNITY INTEGRATION AS PREDICTORS OF POLITICAL ACTIVITY Order No. 8202497

REAGAN, JOEY BLAINE, PH.D. *Michigan State University*, 1981. 140pp.

Mass media use is a good predictor of voting and major party political participation. Previous research has ignored "quasi-mass" media as well as political activity outside major party national campaigns. The present research explores the impact of quasi-mass media in a causal model predicting two types of political behavior: voting and political participation. The model includes the simultaneous effects of media use, community integration, education and length of residence.

The hypotheses predict that media use and community integration are causes of political behavior. Mass media use is predicted to be a stronger cause of voting while quasi-mass is expected to be the stronger predictor of political participation and community integration.

Data collected in personal interviews of 17 United States cities are subjected to a LISREL maximum likelihood analysis. The analysis explains 92 percent of the variance in voting and 59 percent of the variance in political participation.

Mass media use is the stronger predictor of voting, although print mass use is a positive predictor while electronic use is negative. Quasi-mass use is the better predictor of political participation and community integration.

The following conclusions are drawn: (1) mass media use continues to be an important predictor of political behavior; however, (2) it is important to include quasi-mass media use in a model of communication effects; (3) because the measurement of media use was restricted to exposure other factors should be included in a multidimensional approach to measuring media use; and (4) research on the effects of media use should keep in mind the nature of communication and its effects as a process--other variables like community integration can mediate communication effects.

FOUR YOUNG CHILDREN CONSTRUCT REALITY: TELEVISION WATCHING IN THE HOME Order No. 8200864

SCHOLL, MARY KATHLEEN, ED.D. *Indiana University*, 1981. 241pp. Chairperson: Dr. Carolyn L. Burke

It has been suggested that young children are easily misled by television, both in particular content and in the transfer of concepts. Through the use of naturalistic methodology in examining language and behavior of four young children, this study is able to contribute to this discussion.

Making use of sociolinguistic procedures, the researcher acted as a participant observer during the television viewing situation in her own home and in the homes of three other children. Natural conversation was examined on the basis of conversational segments. These segments then could be characterized on the basis of four observed patterns: the transactive viewing situation, initiation of and participation in the viewing situation, the child's performance of television material, and the child's manipulation of the viewing situation. Another powerful research tool was the concept of "growth errors": the lack of alignment between the views of child and adult. In a growth error, the child overgeneralizes rules, consistent with personal experience and developmental stage, to express what the adult sees as mistakes in the understanding of reality in connection with television.

The key conclusions of the study center around the notion that the young child is actively engaged in the process of constructing the meaning of television material. The child can be seen as a social communicator, who uses the medium, other people, pertinent nonviewing experiences, and his/her own body (through performance) to gain information that will allow the refining of conceptions of reality. If reality is seen as being socially constructed, then television viewing may be seen as one naturally available social situation in which reality is explored. The need of the social communicator for others to aid in the continual refining of reality is strikingly apparent from this study.

AN EXPLORATORY INVESTIGATION INTO THE DEVELOPMENT OF A SURVEY INSTRUMENT TO DESCRIBE THE MORAL CONTENT OF PRIME TIME TELEVISION PROGRAMS BASED ON KOHLBERG'S THEORY OF COGNITIVE MORAL DEVELOPMENT Order No. 8128460

SCHWEIZER, HEIDI, PH.D. *The University of Iowa*, 1981. 182pp. Supervisor: Professor Richard D. Shepardson

The analysis of television content has been the focal point of major studies as early as 1949 (Lazerfeld and Merton), continuing through the early 70's with the classic 5 volume report to the Surgeon General, and presently gaining worldwide attention with the research by consumer action groups into the impact of television on the social development of our youth. However, noticeably lacking is any research into the analysis of the moral reasoning or moral concerns expressed, and reinforced weekly on popular television programs. Therefore, it was the intent of this study to develop an instrument, based on Kohlberg's Theory of Cognitive Moral Development, to assess: (1) The Stage of moral reasoning used by individual characters on television. (2) The Stage of overall moral messages ultimately communicated in a selected sample of television episodes.

The instrument developed was entitled the Moral Assessment Survey (MASS). An accompanying Reference Guide was also compiled. Both were developed by adapting Kohlberg's Standard Issue Scoring Method and Manuals to the issues and format characteristic of televised programs. Three television programs, *Little House on the Prairie*, *Eight is Enough*, and *Happy Days*, were chosen to provide a representative sample of popular television to which the MASS could be applied. Ten episodes from the 3 programs were used. Using video cassettes, the episodes were recorded and transcribed. The 10 video tapes, transcriptions, MASS and Reference Guide were mailed to Harvard's Center for Moral Education where, through prior arrangements, 4 panel members individually analyzed the programs.

Pearson-product moment correlations were computed to provide an inter-rater reliability index. In addition, an overall "averaged" index was computed. Since no previous research existed against which data generated by this investigation could be evaluated, no specific standards for inter-rater reliability coefficients were set; instead a descriptive analysis was reported focusing on the following 3 questions: (1) Can raters trained in Kohlbergian theory adapt this theory to the analysis of the moral content of commercial television programs? (2) Using MASS, can raters trained in Kohlbergian theory exhibit agreement as to their classification of main characters across selected episodes? (3) Using MASS can raters trained in Kohlbergian theory exhibit agreement as to their classification of episodes across the selected sample?

Pearson-product moment correlation coefficients were computed for two sets of data. Data Set A reflected the moral Stage scores of characters across episodes and Data Set B reflected the moral Stage scores of episodes across the selected sample. Pearson-product moment correlation coefficients for Data Set A ranged from .64 to .75 with an overall averaged inter-rater reliability index of .73. The correlation coefficients for Data Set B ranged from .54 to .94 with an overall averaged inter-rater reliability index of, again, .73.

Based on the results of this investigation, the following conclusions were drawn: (1) Raters were able to adapt Kohlbergian techniques to the analysis of the moral content of selected television programs. (2) When using MASS to assign moral reasoning scores to characters, raters showed an average correlation of .73. Thus, MASS proved to exhibit a reasonable degree of reliability. (3) When using MASS to assign moral reasoning scores to selected television episodes, raters showed an average correlation of .73. Thus, MASS proved to exhibit a reasonable degree of reliability.

In conclusion, the Moral Assessment Survey has generated provocative and theoretically sound data for evaluating the moral content of television. This investigation has shown that MASS can provide a reliable index for assessing the moral reasoning levels communicated via commercial programming. With this beginning, the implications for future research abound.

PARENTAL EMPATHY AND FAMILY-ROLE INTERACTIONS AS PORTRAYED ON COMMERCIAL TELEVISION

Order No. 8200973

SHANER, JAMES MICHAEL, PH.D. *The University of North Carolina at Greensboro*, 1981. 169pp. Director: Dr. Mildred Johnson

Research studies have found that prosocial behaviors can be learned from viewing select television programs. In a time when the family has been thought of as disintegrating and has few role models for parenting, television could be of prime importance as a source for models of effective parenting and family life in general. This study was a preliminary examination of the potential for television to positively influence parents and future parents.

The purpose of this study was to describe television families portrayed on selected programs within the three program formats of Situation Comedies, Action Dramas, and Soap Operas. Data for this study were obtained from nine television programs, with three programs in each program format. Each program was videotape recorded for two consecutive episodes.

Two instruments were used as a means of systematically identifying the family behaviors under study. The first instrument, Empathy Measure (Stover, Guerney, & O'Connell, 1971), was used to collect information on the levels of parental empathy by systematically analyzing verbal and nonverbal communications between parents and children.

The second instrument, Family Role Interaction and Intentions Measure (Borke, 1967), was used to collect information on family interactions. Data were collected on the Initiator of the communication, the Role of the person communicating, and the role of the person receiving the communication (Recipient), the direction of the intention of the communication (Going Toward, Going Against, Going Away), and the intention of the communication from the standpoint of the person in the family role (secondary mode).

Data were analyzed by using frequencies, percentages, means, chi-square, and the Kruskal-Wallis one-way analyis of variance by rank. Each program was compared with the others within program formats and across the nine subject programs.

The majority of television families were nuclear, middle-class, and young white Americans. An average of four children per family was portrayed with the majority of the children as teen agers. Individualism was stressed over familism.

The average levels of parental empathy indicated a mid-range value. There were significant differences in parental empathy levels between program formats. Situation Comedies displayed higher levels of parental empathy than did Action Dramas and Soap Operas.

Portrayals of family roles beyond the nuclear family were minimal. The nuclear families portrayed were highly sex-stereotyped. The husband-wife relationship appeared frequently with husband in the instrumental role and wife in the expressive role. The children portrayed were precocious and did not behave according to developmental stages. The secondary modes Shows Concern and Organizes were parental roles, where Seeks Support, Seeks Attention, and Seeks Gratification were predominantly portrayed by children.

Some implications of the study were: (1) family television programs could be used to educate real families by providing examples of effective and ineffective communications; and (2) additional study is needed to investigate specifically if families are cognizant of the conflict and reinforcement potential of television's portrayal of family roles.

THE CONSTRUCTION OF TELEVISION COMMERCIALS: FOUR CASES OF INTERORGANIZATIONAL PROBLEM SOLVING

Order No. 8202036

SHAPIRO, KAREN ANN ROSENKRANTZ, PH.D. *Stanford University*, 1981. 507pp.

Qualitative field methods were applied to investigate the process through which television commericals are constructed at four advertising agencies in New York City. On the basis of these four cases and semi-structured, in-person interviews with an additional 87 members of the broadcast advertising industry, a five stage interorganizational problem solving model of the construction process is developed.

The five stages of the construction process, as conducted by advertising agencies (the focal organization) and advertisers (the client companies), occur in the following sequence: (1) The problem is isolated; (2) A strategy is developed; (3) The strategy is executed; (4) The commercial is produced; and (5) The solution is exposed for evaluation. The greater the resources of the agency-client combination, the more structured is the conduct of the construction process.

Organizational structures and procedures which were found to be common across cases include: client-oriented, decentralized work teams; a core technology (creative people) protected from the demands of the environment by boundary workers (account people); brainstorming sessions; frequent agency-client meetings; use of the client's product by advertising agency employees; high permeability of agency to information about the audience and the product; commitment of the agency to service only one product per market; a dialectical decisioning process.

These common structures and strategies are traced to two underlying factors: (1) The high uncertainty intrinsic to the creative nature of the task that the focal organization is to accomplish; and (2) The high uncertainty in the extra-organizational environment from which the focal organization derives its resources.

The content of television commercials is examined to assess the degree of correspondence between the depiction of men and women in advertisements and the roles they assume in society. The construction process and the organizational structures and procedures are hypothesized to mediate between who people are in reality and what would be a true reflection of them in television commercials.

THE EFFECTS OF COURTROOM CAMERAS ON VERBAL BEHAVIOR: AN ANALYSIS OF SIMULATED TRIAL WITNESS TESTIMONY IN COURTROOMS USING TELEVISION CAMERAS

Order No. DA8203720

SHORES, DONALD LEWIS, JR., PH.D. *The University of Florida*, 1981. 155pp. Chairman: Donald E. Williams

This study investigated the effects of the presence of a television camera on the content of trial witness testimony. The primary reason for conducting this study was to begin providing a sound factual base for decision-making concerning the psychological effects of cameras in the courtroom. Specifically, this inquiry investigated possible effects of the television camera's presence on the ability of witnesses to present cogent testimony.

Testimony was obtained from 58 college-aged subjects during a simulated trial situation using an actual courtroom. The testimony was analyzed to determine the type-token ratio, mean word length, average word frequency of the first 100 words of each subjects' testimony, the total adjusted length of the testimony, and the ratio of trivial words used to the total number of words used by each subject. Using three independent variables (the camera situation, communication apprehension scores, and vocabulary scores), an analysis of covariance revealed no statistically significant differences among the dependent variables between subjects testifying with the television camera in the courtroom and those testifying without the camera present.

However, significant ($p < .05$) main effects were found between vocabulary and average word frequency ($p < .04$), and between communication apprehension and total adjusted testimony ($p < .001$). A significant interaction effect ($p < .04$) existed between the camera situation and communication apprehension for the average word frequency of subjects.

A self-report instrument completed by subjects after testifying in the courtroom indicated no-camera subjects perceived more distractions (10 of 26) in the courtroom while testifying than camera-condition subjects (9 of 32). Four individuals mentioned the television camera as a source of distraction.

This research and analysis led to the following conclusions: (1) The television camera alone has no significant effect on the lexical diversity of witness testimony. (2) An interaction of the camera situation with an individual's personal level of communication apprehension significantly affects that person's pattern of repeating words while testifying in the courtroom. (3) A person's normal level of communication apprehension significantly affects his/her length of testimony. Individuals possessing higher levels of communication apprehension presented longer testimony than individuals with lower communication apprehension scores.

AN ANALYSIS OF IMAGES, ISSUES, AND PRESENTATIONAL METHODS OF TELEVISED POLITICAL SPOT ADVERTISEMENTS IN 1980'S AMERICAN PRESIDENTIAL PRIMARIES

Order No. 8129098

SHYLES, LEONARD C., PH.D. *The Ohio State University*, 1981. 399pp. Adviser: Dr. Thomas A. McCain

This study defined campaign issues and candidate images of televised political commercials in 1980's presidential primaries and investigated whether audio/visual methods were differentially associated with them. Critics have argued that political spots provide image material without issue information, that such spots are preoccupied with graphic appeals and slick packaging of candidates at the expense of information necessary for informed choice by the electorate. Such assertions are ambiguous since the term "image" may refer to candidate traits or graphic display. Therefore, an investigation of whether there are unique presentational devices associated with images and issues was undertaken.

Quantitative content analysis was performed on 140 thirty and sixty-second spots from nine campaign organizations. Separate image and issue constructs, developed by a Delphi Panel were coded for each commercial, as was a cluster of presentational variables, developed from a literature review. Enumeration data were computed for all variables in the commercials and compared by party and by candidate. Correlation and regression analyses discovered relationships between each construct and presentational variables.

The data revealed the greatest proportion of issue mentions concerned national well-being and the economy; most images were about experience and competence. Prevalent presentational methods included talking candidates, neutral camera angles, and live action interiors. The presentational devices found to be associated with image mentions included announcer's voices, stills of candidates, high transition rates, live action shots of non-talking candidates, music, and visuals of talking citizens and famous people. The presentational devices found to be associated with issue mentions included formally dressed candidates talking directly to the camera.

This study roughly discerned image and issue oriented political spots solely on the basis of presentational devices. Audio-visual variables can be used to predict image or issue orientations in political commercials. Such findings create a basis for informing voters about presentational coding schemes used by media professionals in expressing images and issues to the electorate in televised campaign propaganda.

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NEWS MEDIA OPERATIONS IN NATURAL DISASTERS

Order No. DA8208912

SOOD, RAHUL SWAROOP, PH.D. *Stanford University*, 1982. 300pp.

The present dissertation describes how local, extra-local, and national news media institutions (newspapers, television, and radio) operate in a natural disaster context.

Disaster victims suffer from a state of substantial information uncertainty. Environmental factors undergo drastic change in disasters. Mass media organizations attract vastly increased audiences. The media are known to be important disseminators of information in disasters, yet little is known on how such organizations operate in such a context. The present study attempts to fill this gap in research knowledge by conducting an exploratory analysis of news processes in natural disasters and comparing them to similar processes in more normal circumstances.

The study uses field research techniques and a "quick-response" methodology to observe first-hand news operations in four different disasters.

The news media were found to operate in an "open gates" approach. The public became the main gatekeeper. Individual-level considerations assumed greater significance over organizational considerations for the media.

Disasters tended to equalize differing levels of news media technological capability. Changes in organizational size, structure, and operations occurred. Non-news factors became the major constraint.

The relationship between news personnel and officials developed into a relatively cooperative and mutually supportive one.

Initial reports are ambiguous and inaccurate. Objective inaccuracies predominate. Congruence methodology is used.

Journalistic routines change dramatically: the pace of news gathering increases and the gatekeeping process decreases.

Inter-media relationships can develop into cooperative arrangements that are mutually advantageous.

In general, the media perform with resourcefulness and unusual drive in providing an important service to their disaster-struck community.

THE HISTORY OF A RIGHT OF ACCESS TO BROADCASTING

Order No. DA8206432

TOWNSEND, JAMES EDWARD, PH.D. *University of Minnesota*, 1981. 306pp.

Access to broadcasting received considerable attention between 1967 and 1981. The decisions in this modern access debate rest upon: (1) interpretation of the theory of free expression and the first amendment; (2) the determination that the Communications Act of 1934 specified that broadcasting stations were not to be deemed to be common carriers.

This dissertation explores the evolution of the theory of free expression and traces those aspects of that theory which are relevant to claims of access. The study then examines the early debate which shaped the legal philosophy and regulatory structure of American broadcasting. This part of the study is divided into two periods: (1) 1922-1927, when the Radio Act of 1927 was written and passed; (2) 1928-1945 when attempts were made to modify and interpret the law to provide for access.

A summary synthesizes the history of early broadcast regulation and the development of the theory of free expression.

An Addendum describes developments from 1946 to 1981 for those readers unfamiliar with that material.

QUALITATIVE RESEARCH ON TELEVISION AND THE FAMILY: PHENOMENOLOGICAL APPROACHES TO MASS COMMUNICATION AND SOCIAL BEHAVIOR

Order No. 8128699

TRAUDT, PAUL JOHN, PH.D. *The University of Texas at Austin*, 1981. 244pp. Supervisor: Timothy P. Meyer

This dissertation addresses the study of relationships between the social unit of the family and the mass media, with a primary focus on television. The investigation explores both literatures traditional to the field of mass communication and broader issues relevant to social science inquiry.

The investigation is organized into six chapters. Chapter I speculates on the relationships between social interaction and the mass media. A review of previous mass communication research examining the family and television is provided, followed by a discussion of philosophical assumptions within the social sciences in general, and mass communication study in particular. Chapter I closes with criticisms of traditional research methods in mass communication and discusses perspectives suggesting one alternative.

A major portion of Chapter II reviews the development of perspectives and interpretations of phenomenological philosophy, that may be related to a study of social behavior and the mass media. This chapter concludes with the requirements of research methods based on the phenomenological perspective.

Qualitative research methods and considerations as to technique are reviewed in Chapter III. General guidelines and considerations for social settings are also suggested.

Chapter IV narrows the topic to mass communication concerns, and presents the case for a new empirical phenomenology for communication research examining social behavior and television. A phenomenological perspective suitable for the study of families and televiewing processes is provided. This chapter also reviews the small body of qualitative literature in mass communication examining the family and television.

Chapter V provides a working procedural framework for future case studies with families. An agenda for contacting families, gathering and analyzing data, and presentation of findings is suggested.

Chapter VI suggests considerations for future efforts in the qualitative study of families and television, including theory building and pedagogical concerns.

AFRICA AND THE INTERNATIONAL TELECOMMUNICATION UNION

Order No. DA8209376

UDOFIA, CALLIX IME, PH.D. *Wayne State University*, 1981. 356pp.

Political independence of African countries has not rectified inequalities in broadcast spectrum utilization of Africa and the developed world. This study investigates causes for such imbalance.

The ITU regulates global utilization of frequencies. The method and representation of Africa at selected ITU conferences from 1903-79 is investigated as well as how such representation affected frequency allocation procedures and regulations during that period. The broadcast spectrum utilization of Africa and eight major industrialized nations is analyzed.

The political, cultural and socio-economic ramifications of remote sensing, communication satellites and direct television transmission from satellites (DTTS) across national borders are explored. Current broadcast problems of Africa are highlighted.

Having excluded many African and other developing countries, the colonialists and other developed nations from 1903-63 used their numerical clout to establish radio regulations and frequency allocation tables that suited their frequency uses. Their recorded frequency assignments, some of them false, were accorded rights against other assignments. Thus, the principle of "first come, first served" was established.

The International Frequency Registration Board (IFRB) was aware of unoccupied frequencies. South Africa from 1947-65 represented the African continent on the IFRB.

Forty independent African countries together with other developing nations accounted for more than half of the 132 countries that attended the 1979 WARC. They pressed for revision of radio regulations and for provisions allowing them greater access to the spectrum.

Remote sensing satellites assess oil deposits, crop yields and mineral concentrations. U.S. companies dispense such information without prior consent of the sensed countries. African countries should utilize frequencies to sense their natural resources and control such data.

To benefit from geostationary orbit positions and the frequency bands allocated by ITU, African countries either joined INTELSAT or used its facilities. The cost of participation outweighed the advantages. INTELSAT has not improved inter-African communications.

DTTS will perpetuate inequality in information exchanges, discourage local artists, promote foreign cultural and political values to the detriment of indigenous African values and heritages.

Some African broadcast problems--insufficient high frequencies, inappropriate and inadequate international broadcast time--are due to their 76-year ITU exclusion. That era is past. Change is imperative.

PRODUCERS' EXPRESSED PARTICIPATION IN PROGRAM DECISION MAKING AND ORGANIZATIONAL COMMITMENT IN NIGERIAN RADIO AND TELEVISION STATIONS

Order No. DA8207002

UYO, O'KEVBE ADIDI, PH.D. *Syracuse University*, 1981. 139pp.

The primary purpose of this study is to investigate the relationship between producers' expressed participation in program decision making, or programming, and their organizational commitment.

Producers' expressed participation in program decision making is defined as the degree of involvement producers have in decisions regarding the various aspects of the programs they produce as indicated by the difference between what they say is their actual and desired participation in programming. Organizational commitment is defined as the behavioral phenomenon that results from transactions between individuals and organizations through which they are induced not only to remain with the organization, but also to commend and believe in the purpose, values, and policies of the organization. In that sense, participation in program decision making is construed as a type of transaction between producers and their stations or networks since it requires participants to be mentally involved in determining the various aspects of the primary product of broadcasting organizations.

One hundred and fourteen producers in Nigerian radio and television stations were interviewed for this study. Producers' expressed participation was measured by determining the *desire* of producers to participate in making decisions regarding a total of 21 program "events," and their *actual* participation in making decisions regarding these events. Their scores on actual participation were then subtracted from their scores on desired participation to obtain producers' expressed participation in program decision making. Producers' expressed participation could be one of three states: decisional *deprivation*, decisional *equilibrium*, or decisional *saturation*.

Organizational commitment was measured through a 15-item Likert-type scale and ranged in intensity from very weak, through weak, medium, strong, to very strong.

The study provides evidence which shows that producers who expressed decisional equilibrium have a stronger organizational commitment than those who expressed decisional deprivation. However, because the correlation between producers' expressed participation and organizational commitment is low, the evidence is not strong enough to warrant the conclusion that participation in decision making leads to organizational commitment.

Higher-level managers should be cognizant of the desire of subordinates to participate in making decisions that affect them and their work. Providing subordinates the opportunity to do so may lead to stronger organizational commitment.

THE RELATIONSHIP BETWEEN TEACHER PERCEPTIONS OF INSTRUCTIONAL TELEVISION DELIVERY SYSTEM ATTRIBUTES AND THEIR USE OF INSTRUCTIONAL TELEVISION PROGRAMMING

Order No. DA8205751

WEINSTEIN, STUART HARRIS, PH.D. *The Florida State University*, 1981. 152pp. Major Professor: Ernest Burkman

This study determined whether the quantity and quality of instructional television (ITV) use and attitudes toward ITV varies between teachers served by a centralized ITV delivery system or by a decentralized system. It determined the degree to which teachers' attitudes toward the use of ITV are related to their perceptions that the available ITV delivery system possesses the attributes of innovations proposed by Rogers and Shoemaker.

Centralized system users were teachers receiving ITV programming from a broadcast or district-wide closed-circuit television facility. Decentralized users were teachers utilizing videotape copies of ITV programs in their classrooms.

Quantity and quality of ITV use, attitudes toward ITV and perceptions of the attributes of the available ITV delivery system were measured by a specially designed instrument, the Comprehensive ITV Survey Instrument (CISI). The CISI was administered to 244 teachers at 53 elementary schools in ten Florida counties. Interviews were conducted to confirm CISI responses.

T-tests between the CISI responses on the quality and attitude scale measures revealed no significant differences between the two ITV delivery systems. Centralized system use was found to be significantly higher in quantity than the decentralized system use.

Pearson product-moment correlations revealed that there was a significant relationship between four of the five attributes of innovations and quantity, quality and attitude scores. The relationships were in the directions predicted by Rogers and Shoemaker, however, most of the correlations were low (-.0048 to .29) accounting for less than 11% of the variance.

There was no apparent advantage to the use of either delivery system in terms of quality of ITV use or attitudes toward ITV. Despite the statistically significant difference in quantity of ITV use, the actual differences were too small to be of practical significance.

Utilizing Rogers' and Shoemaker's attributes was not documented to be a strong predictor of teachers' use of or attitudes toward ITV.

AN EXPLORATORY STUDY OF TELEVISION'S IMPACT ON CHILDREN'S PERCEPTIONS OF PARENTS AND CHILD-REARING

Order No. 8201878

ZELLERBACH, JANICE SUE, PH.D. *University of Oregon*, 1981. 147pp. Adviser: Deanna Robinson

Children's perceptions of social reality are acquired from a number of sources, television among them. Social reality literature suggests that much of what children view on television is mentally elevated to the status of being "socially real."

This study tests the effects of sex, developmental stage and exposure to *Little House on the Prairie* (the program most highly endorsed by the Parent-Teacher Association for child viewing), on children's perceptions of themselves as future parents, their own parents and Charles and Caroline Ingalls (the parents on *Little House on the Prairie*) as supportive or nonsupportive parental figures.

Seventy-two fifth and eighth grade children (Concrete and Formal Operational stages of cognitive development) were interviewed to ascertain subjects' perceptions of their own, their parents' and the Ingalls' child-rearing behavior. Questionnaires examined TV viewing patterns, favorite programs, perceived reality of programs and several demographic characteristics of the sample.

Two hypotheses were explored: (1) the greater the exposure to *Little House on the Prairie*, the greater would be the congruency between children's perceptions of themselves as future parents and their perceptions of the Ingalls in terms of their child-rearing behavior in specific situations; and (2) the less developmentally advanced the subjects were, the greater would be the congruency between their perceptions of themselves as future parents and their perceptions of the Ingalls.

The hypotheses were not supported. When subjects were asked to predict child-rearing behaviors in specific situations, both light and heavy viewers of *Little House on the Prairie*, and both younger and older children predicted that they, as future parents, would be most supportive, followed by Caroline Ingalls, their own mothers, their own fathers, and Charles Ingalls. Regardless of age, sex or exposure to *Little House on the Prairie*, children viewed mothers (their own and Caroline Ingalls as being more supportive than fathers (their own and Charles Ingalls). Children most often saw themselves as acting much like their own parents when asked to predict how they would react in specific child-rearing situations, suggesting that children are generally accepting as fair their parents' reactions in situations similar to those used as stimuli in this dissertation.